

Ministry of Higher Education and Scientific Research

University of Kerbala

College of Education for Human Sciences

Department of English



# **A Pragmalinguistic Study of COVID-19 in Selected English Posters**

A Thesis

Submitted to the Council of the College of Education for Human Sciences, University of Kerbala in Partial Fulfillment of the Requirements for the Degree of Master of Arts in English Language and Linguistics

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**2023 A. D.**

**1444 A. H**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

﴿ قالوا سبحانك لا علم لنا إلا ما علمتنا إنك أنت العليم  
الحكيم ﴾

صدق الله العلي العظيم

(البقرة:32)

“In the Name of Allah, the Most Gracious, the Most  
Merciful”

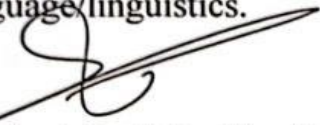
“They said: “Glory be to You, we have no knowledge  
except what You have taught us. Verily, it is You, the All-  
Knower, the All- Wise””

(Al-Baqara: 32)

(Al-Hilali &Khan, 1984: 8)

## Supervisor's Certification

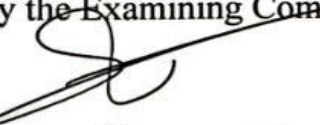
I certify that this thesis entitled **A Pragmalinguistic Study of COVID-19 in Selected English Posters** written by **Batool Arif Khniab** has been prepared under my supervision at the College of Education for Human Sciences, University of Karbala, in the partial fulfillment of the requirements for the degree of MA in English language/linguistics.

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# **Dedication**

*To My Family*

*and*

*My Husband*

# Acknowledgements

First and foremost, Praise Be to Allah whose reconciliation in every step in my life helped me to accomplish this modest academic task.

I would like to express my thanks to my supervisor Asst. Prof. Dr. Tawfeeq Ahmed for his help and invaluable remarks throughout the fulfillment of this academic effort.

I would also like to express my sincere thanks and gratitude to the teaching staff at the Dept. of English, the College of Education for Human Sciences, University of Kerbala.

Finally, I would like to thank my family for their peerless help and encouragement throughout the course of doing my MA study.

## Abstract

This study provides a pragma-linguistics investigation of corona virus in some selected English posters. In this study, the focus is on examine the portrayal of COVID-19 in selected English posters from a pragmalinguistic perspective. The aim of the present research is to enhance public awareness about the best health-care procedures to use during the pandemic. Consequently, twenty posters are chosen randomly from various websites are examined using an eclectic model.

Thus, the current work targets the following aims in the data under scrutiny : 1. It seeks to provide pragmalinguistic strategies for assessing and analyzing the genuine message that English posters convey, as opposed to the speaker's intended meaning.; 2. To propose a preliminary framework for the study of covid-19 from a pragma-linguistic perspective; 3. Defining Covid-19 posters by highlighting its main pragmalinguistic aspects ; 4. Investigating the most frequent strategies, devices and functions of Covid-19 used in English figures ; 5. Developing a model for analyzing COVID-19 in English posters ; 6. Pinpointing the semio- pragmatic strategies for creating COVID-19 utterance in English posters.

The following hypotheses are proposed in terms of the aims stated above: 1. Representative speech acts are the most frequently used in Covid-19 English posters ; 2. Quality maxim is violated mainly to make Covid-19 utterances in English figures ; 3. Indirect speech act is the most common pragmatic type utilized in Covid-19 English posters; 4. Covid-19 is used in posters for different pragmatic functions. However, warning and advising are the most frequent function ; 5. Indexical expression is the most semio-pragmatic strategy employed to persuade the audience through COVID-19 utterances.

In the current study, descriptive qualitative research is used a semio-pragmatic and pragmatic analysis framework. The data were presented in the form of linguistic elements in English posters, taken from the World Health Organization's official website and others. The study found two linguistic elements as poster-forming elements, namely visual and verbal elements. Data are analyzed qualitatively. English posters are selected as the sample of study.

The data analysis yields the following outcomes, through icons, indexes, and symbols, visual elements reinforce the meaning of the poster's theme so that it is easily understood by readers. Meanwhile, verbal elements are realized by the directive speech to facilitate understanding of the intended message as well as indirective speech to consider politeness in delivering the messages. The implication of this study is to analyze these data pragmatologically, public knowledge and awareness on the best health practices that can be performed during the pandemic, and on investigating the use of linguistic elements in the delivery of health advice by WHO during Covid-19 pandemic packaged in poster.

The findings revealed that the first and fifth hypotheses are rejected, whereas the second, third, and fourth are verified.



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## **List of Abbreviations**

### **Abbreviations----- full form**

CHI----- Coronavirus Health Infographics

COPD----- Chronic obstructive pulmonary disease

CP----- Cooperative Principle

COVID----- Corona Virus Disease

DSA----- Direct Speech Act

EFL----- English as Foreign Language

ISA----- Indirect Speech Act

SAT----- Speech Act Theory

UN----- United Nation

WHO----- World Health Organization

# Chapter One

## Introduction

### 1.1 Problem of the Study

Pragmalinguistics is one of the areas of linguistics that has been expanded most quickly. Pragmalinguistics is explained in several ways by researchers. The field of linguistic pragmatics views language as a tool for human communication rather than as an "individual" construct. Currently, pragmatics is seen as an interdisciplinary field because it is not only concerned with language. Semiotics is the origin of this notion.

In fact, Covid-19 pandemic has shattered the global health economy. Advertisers take advantage of fear and emotion in society due to the pandemic outbreak. The information media are split into three forms based its delivery: print, radio, and television. When a text serves as the linguistic idea and media language is the subject of inquiry, the idiosyncrasies of periodicals are exposed from several perspectives based on their function in mass media communication.

One of the significant issues affecting almost all facets of human life is Covid-19. It occurs in a variety of genres, including media discourse, political speeches, and presidential addresses. Press (journalism) refers to the collection, editing and publishing of news periodically (Merriam-Webster online dictionary: s.v. press). It is part of the mass-media system which includes various means of mass communication that aims to reach the largest number of population (Turow, 2009: 25). Such means are: the printed media (newspapers, magazines, books), electronic media (television, radio, and video games), and all kinds of internet-based communication media or advertising.

Media refers to the interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener, or viewer (Flowerdew & Richardson, 2020:441).

The identification of the language style used in mass media communication and its description in terms of its stylistic and functional characteristics are additional goals of mediallynguistics. The complexity of the language used in the media is explained by two factors: first, the collective nature of its creation; and, second, the fact that it uses both spoken and written words.

Spoken speech, literary qualities, and written language are thus linked to mass information. As a result, the production of mass media content using intricate oral and written sources is seen as a large-scale text. The consistency of the theme, the stability of the structure, and the characteristics of speech all affect the language's integrity and unity. The democratic and flexible nature of media texts, as well as their interaction with other branches, contribute to the functional and stylistic diversity of mass media.

The usage of verbal and visual components in WHO posters against Covid-19 can be investigated using pragmalinguistics, a combined analytical framework that integrates linguistics, pragmatics, and semiopragmatics. The two elements that make up pragmatics—pragmalinguistics and socio-pragmatics—are capable of transmission (Mohammed & Abbas, 2016:76,82). Every sign in the world, including the image and text marks on a poster, has a message that goes along with it. When people transfer their native language and culture's forms and meanings into the target language and culture, they do so both productively and receptively. Lado (1957) explained this phenomena and gave it the name pragmatic transfer (Eldin, 2018).

Kasper (1992:203) states that pragmatic transfer takes two forms: either positive or negative transfer. The former represents a proof of socio-cultural and pragmatic universality across languages. In contrast, the negative pragmatic transfer, refers to the sociolinguistic norms and conventions of the native language negatively transferred into the target language. This process often leads to pragmatic failure (Thomas, 1983), which is the inability to comprehend the meaning of an utterance in the target language.



Kiok (1995:257) stresses that pragmatic errors are more weighty than lexical or syntactic ones because lacking knowledge of the differences between cultures creates communication failure.

Precisely, the current work attempts to answer the following questions:

1. What are the pragma-linguistic strategies used in Covid-19 posters?
2. What are speech acts used in the data under study?
3. How are the maxim of Grice followed or violated?
4. What are the semiopragmatic strategies and devices of Covid-19 in English posters?
5. How can these strategies reflect the intended meaning of posters?

## **1.2 Aims of Study**

In relation to the questions raised above, this study aims at:

1. Presenting a pragma-linguistic strategies that are used in the true message that English posters transmits, and not the reader's intention.
2. Proposing a preliminary framework for the study of covid-19 from a pragma-linguistic perspective.
3. Defining Covid-19 posters pragmatically by highlighting its main pragma-linguistic aspects.
4. Investigating the most frequent strategies, devices and functions of Covid-19 used in English figures.
5. Developing a model for analyzing COVID-19 in English posters.

## **1.3 Hypotheses of the Study**

In relation to the aims introduced above, it is hypothesized that:

1. Representative speech acts are the most frequently used to accomplish Covid-19 in English posters.
2. Quality maxim is violated mainly to make Covid-19 utterances in English figures.

3. Indirect speech act is the most common pragmatic type utilized in Covid-19 English posters

4. Covid-19 is used in posters for different pragmatic functions. However, warning, advising are the most frequent functions.

5. Indexical is the most semio-pragmatic strategy employed to persuade the audience through COVID-19 utterances.

## **1.4 Procedures**

The following are the steps taken to carry out the study's objectives and test its hypotheses:

1. Reviewing the literature about pragma-linguistics in universal and its use in COVID-19 posters.

2. The researcher used to collect data from online and analyze it according to its content, what every data has.

3. Examining the relation between posters and other pragmatic issues such as speech acts, conversational maxims, indexical, iconic, symbolic.

4. Collecting and describing the data in relation to the genre under study,

5. Using the model developed by the study to pragma-linguistically analyze the data.

6. Using to analyze the data qualitatively.

## **1.5 Scope**

The scope of this study is:

1.The research of covid-19 in English-selected posters is the sole focus of the study.

2.Research on speech acts, semiotics, and the meaning of colors is connected to COVID-19.

3. Analyzing English-language web advertising data. Twenty posters were randomly picked as the selected data.

## **1.6 Significance**

This study is intended to be useful to pragmatists, rhetoricians, textbook authors, language teachers, and anybody else interested in ordinary communication.

# **Chapter Two**

## **Literature Review**

### **2.0 Introduction**

The theoretical underpinnings of investigation are presented in this chapter. It is a general summary about a pragma-linguistic study, along with various linked. This would create a clearer image of the focal questions and serve as the foundation for the investigation.

### **2.1 Health communication**

Maintaining peaceful relationships with people and exchanging ideas are the fundamental goals of those who engage in communication. Among People can achieve these goals by employing a variety of tactics. One of such plans is indirectness (Supturo, 2015: 1).

Communication is one of the most essential aspects of human life. The primary characteristic of humans that sets them apart from other living things is their ability to communicate. Its aim also extends to include enhancing a healthier lifestyle among individuals within the community (Steinberg, 2007: 39).

Lane, et al. (2016: 10) define communication as the process in which people convey messages to others. When the readers understand the senders' intended meaning, the process is successful. Verbal and non-verbal communication are the two main types (Rosengren, 2000: 38). Non-verbal communication techniques include: facial expressions, body movements, gestures, touches, postures, eye contact, attire, and hairstyle (Arnstein and Piccolo 2011: 107).

Contrarily, in verbal communication, messages are created and expressed through the use of words (Guffey, et al. 2009: 49). According to the community guide, communication strategies are studied and used to inform and influence community and individual decisions including improve health. Verbal and written tactics for influencing and empowering people, populations, and communities to make better decisions are included in health communication. Various ideas and models are frequently incorporated into health communication to

encourage positive changes in attitudes and behaviors. Social marketing, which entails the creation of initiatives and programs intended to alter behavior, has a connection to health communication. The following is an example of a media strategy to spread health messages: Internet, social media (Facebook, Twitter, Instagram, and You Tube), radio, television, newspapers, and other media ( ruralhealthinfo. Org)

In the meantime, it is a technique for preventing diseases by altering human behavior (Freimuth, et al., 2000: 337). According to Thomas (2006: 4), there are a variety of tasks that health communication can fill full, for example, the following are probable:

- Increasing public awareness of a particular health issue or its solution.
- Outlining the benefits of a certain behavioral modification.
- Supporting personal activity.
- Combating the erroneous information surrounding some medical conditions.

Finally, it is primarily focused on creating healthy circumstances and healthcare settings as well as illness prevention. Its objectives also include encouraging neighborhood members to lead healthy lifestyles. (Schiavo, 2007: 8-9).

## **2.2 Types of posters**

There are multiple viewpoints regarding the quantity of posters. This research lists seven main categories of posters. Firstly, the researcher examines how posters differ from other forms of communication before moving on to these types. Posters are distinctive in that they creatively combine text and picture, colors, forms, and so on.

Posters are among the most widely used advertising mediums and are frequently used in academic and public health initiatives, among many other uses as instructions, and videos. A poster is one of the visual mediums with the most visible strength as a means of displaying information. (Megawati, 2017:117)

Another definition to a poster, it is a short-term advertisement for a concept, item, or event that is placed in a busy area for general consumption. Although a poster may be entirely graphical or entirely text, most posters contain both textual and graphic aspects (Lippert, 2017).

Posters are intended to be both captivating and educational. There are numerous uses for posters. They are a common tactic used by propagandists, activists, advertisers (especially of events, musicians, and films), and other groups aiming to spread a message.(Stephen, 2021:7)

The following sections highlight the different types of posters:

### **2.2.1 Advertising posters**

An advertisement poster serves only one purpose, to advertise. In the 20th century, a few advertisements became cult classics. In actuality, classic posters from brands like Coca-Cola, Camel, Barnum, and Bailey continue to exist in popular culture.

It means any poster, placard, video slick, photograph or other printed pictorial matter that is intended for use in the advertising or exhibition of a film to the public and includes a miniature representation or enlarged representation of the whole or part of any such poster. (www.lawinsider.com)

### **2.2.2 Motivational posters**

A colorful wall hanging called a motivational poster is intended to uplift and stimulate individuals in a variety of contexts. At some workplaces and around schools, particularly for younger kids, motivational posters are prevalent. They come in a various sizes and styles for several settings, and typically include a combination of encouraging text and imagery. Although the efficacy of motivational posters is debatable, they are nonetheless widely used as ornamental pieces in a variety of settings and are simple to buy in stores or online.

In a motivational poster, there are two extremely typical images that are most frequently seen. Athletes and animals are among them. Younger children's motivational posters sometimes include animals, like the popular "Hang in there!" poster featuring a kitten clinging to a tree. Ideally, the lesson taught is that youngsters should persevere and not give up when something is difficult. Animal posters come in a wide variety of

styles today. Although they are frequently bought by instructors to use in schools, they are also frequently used as decorations in children's bedrooms at home. ([www.wise-geek.com](http://www.wise-geek.com))

### **2.2.3 Political posters**

Political posters have been incredibly efficient in spreading the word, whether it was the appeal for volunteer soldiers in World War I or Hitler's propaganda during World War II. Elections at high schools, universities, or even the US government have been known to make liberal use of posters for political goals.

### **2.2.4 Educational posters**

Research is displayed through educational or academic posters, which are also useful for promoting talks or presenting academic papers. This does not only aid in grabbing the attention of a casual viewer but also aids in providing a summary of the work in an aesthetically pleasant way. An educational poster is a tool that enables visualization in the classroom to foster student learning, an infographic-styled educational poster is a fantastic example. An infographic is a group of pictures, graphs, and little text that provides a clear overview of a subject. ([www.open.edu](http://www.open.edu))

### **2.2.5 Event Posters**

Well-designed event posters can be very useful for event planners, organizers, or marketers to announce the specifics of a forthcoming event, athletic event, exhibition, concert, or even a webinar.

### **2.2.6 Movie posters**

In the world of movie, poster design is used regularly. Movie posters are an inexpensive way for movies to provide viewers or patrons a sign of the movie and draw them into the theater before digital media took control.

### **2.2.7 Travel posters**

Travel posters are used effectively by both government and non-government tourism organizations to persuade the public to travel for various reasons. These posters are excellent for advertising a tourist location to eager passengers and are frequently exhibited in airports,

hotels, or other companies connected to the travel industry. (www.appypie.com)

## **2.3 Defining the Concept of Pragmalinguistics**

This expression is extensively used in the study of pragmatics, referring to the study of language usage from the perspective of language's structural resources, as opposed to pragmatic studies, which focus on the conditions on language use that emerge from the social environment (sometimes referred to as sociopragmatics).

A pragmalinguistic methodology may start with a language's pronoun system and concern how people use various forms to convey a variety of attitudes and connections. The latter approach could start with the social backgrounds of the participants in a conversation and analyze how various elements (including age, sex, and class) influence people's decisions to use specific pronouns (Crystal, 2011:379)

Another definition of pragmalinguistics is the intersection of linguistics and pragmatics, with a focus on the language strategies applied to pragmatic goals. For instance, a query of pragmalinguistics knowledge would be, "how do I offer a compliment (or a request, or a warning) in this language?" The study of the interaction between social elements and pragmatics is the focus of sociopragmatics and sociopragmatic knowledge, in contrast. For instance, a student might need to know which form of a compliment would be most acceptable and the social relationship between the speaker and hearer and under what conditions it is appropriate to use the target language (Richard and Schmidt, 2002: 449)

## **2.4 Defining Pragmatics**

The definition of pragmatics is the study of "decisions [language users] make, challenges they encounter when using language in social interaction, and impacts their usage of language has on the other participants in an act of communication" (Crystal, 2008:379).

So, one can gain a better understanding of how linguistic resources are used and understood in an act of communication within a certain situational setting and societal restrictions by studying the pragmatics of



language. Understanding language as a social activity is essential to the current study since academic writing is seen by Hyland (2000:1) as "a collective social practice" that "reflects the values, norms, customs, beliefs, or attitudes shared by a society." It draws attention to two language-related issues: the necessity of situational context for language use (Austin, 1962; Fetzer 2003:137) and the importance of politeness in linguistic contact, where it may contribute to linguistic variety among groups, cultures, and languages (Leech 1980; Brown and Levinson, 1987).

According to Finch (2000) pragmatics focuses on how to understand utterances in the context of situations and what is not expressly articulated. The study of pragmatics focuses how humans use language to communicate. It deals with how utterances are understood by hearers and speakers in different contexts.

Everyone can see the COVID-19 guidance at the time it is given, no matter if it appears on TV channels, signs, screens, or in any other way. The current research will tackle English posters for the COVID-19 pandemic that include health recommendations.

These different definitions have consequences in terms of what is included in pragmatics, however there is a fair measure of agreement that the following belong to pragmatics: politeness phenomena, reference and deixis, implicatures, and speech acts. Practitioners of linguistic pragmatics have a preference for aspects of language use which are amenable to broad generalizations, which are language and culture independent, and which can be correlated with language structures (Cruse, 2006 :136-7)

To summarize, a number of distinct usages of the term pragmatics have sprung from Morris's original division of semiotics: the examination of the enormous variety of psychological and social issues connected to sign systems generally or to language specifically (the Continental sense of the term); or the study of certain abstract concepts that refer to agents (one of Carnap's senses); or the study of indexicals or deictic terms (Montague's sense); or finally the recent usage within Anglo-American linguistics and philosophy (Levinson, 1991:1,2)

## 2.5 Scope of Pragmatics

Pragmatics is the study of how individuals utilize language for communication. The study of meaning is one of the fields of linguistics. For instance, Speech acts theory focuses on the notion of an act performed in the speaker's utterance in a particular setting. Humanity has utilized advice as a directed speech act throughout history. The listener is supposed to gain something from it. Currently, the COVID-19, an invisible enemy, is being fought by everyone on earth. Raheem, et al. state that the COVID-19 outbreak has an impact on every element of human life(2020). Since the spread of this illness, several tactics and guidelines have been used, including lockdown, vaccinations, health advise, and so on. To stop the spread of this illness, the World Health Organization (WHO) has been advising the public on health issues. It has also been alerting individuals to the risks posed by this virus and its effects on human life. Everyone see that covid-19 guidance at the time is given, whether it is on TV channels, posters, advice screens, or other ways. The current study will produce English posters for the CHI that include health recommendations (Fromkin, Rodman, and Hyams 2011:207)

The study of pragmatics is concerned with how to comprehend language in context. Relevant situations fall into two categories. The first is the linguistic context, which is the speech that comes before the phrase or sentence to be understood; the second is the situational context, which is essentially everything nonlinguistic in the speaker's surroundings.

Speakers are skilled at putting words and phrases together to form sentences as well as at putting those sentences together to form longer discourses to express more complicated thoughts and ideas. Discourse analysis focuses on the large speech segments made up of several sentences. It involves considerations of grammatical qualities, topic/subtopic organization, rhetorical force, appropriateness, cohesion, topicality, contrasts between written and spoken discourse, and style.

On the other hand, situational context refers to the nonlinguistic setting in which a sentence or utterance takes place. Because of the context, statements like "Can you pass the salt?" might be effortlessly and unintentionally understood by listeners as commands to perform a

specific action rather than as simple inquiries. The speaker, hearer, and any third parties present, as well as their opinions and beliefs about what the others believe, make up the situational context. It encompasses everything from the physical surroundings to the social context, the topic of conversation, the hour of the day, and on and on. With the right conditions, nearly any extralinguistic aspect could have an impact on how language is understood.

Pronouns offer a useful example of the two context types that affect meaning: linguistic and situational (ibid:209)

## **2.6 Pragmatic Relations**

In linguistics (the study of language), pragmatics is a specialized branch of study, focusing on the relationship between natural language and users of that language. Pragmatics focuses on conversational implicatures or that which a speaker implies and which a listener infers. People often associate pragmatics with other areas of linguistic study, such as semantics, syntax, and semiotics, but these terms have different definitions. To define pragmatics, experts sometimes compare and contrast it with linguistic semantics (the meaning of a sentence) or compare it to syntax (word order) or semiotics (the study of symbols), all of which are distinct terms (www.masterclass.com/)

Pragmatics is the study of how context affects meaning in the realms of linguistics and closely related disciplines. The field of study assesses the use of human language in social interactions and the relationship between the interpreter and the understood ( Mey, 2006:52).

Pragmatics has only lately emerged on the linguistic scene in comparison to other linguistics subfields. Nevertheless, it started to matter in language theory in the 1970s. Since then, pragmatics has grown to be a significant area of study. (Nodoushan, 1995:16)

Pragmatics includes verbal and nonverbal communication as well as phenomena like implicature, speech actions, relevance, and discourse. The study of meaning-related characteristics in semantics and the study of sentence forms, rules, and relationships in syntax go hand in hand with the study of pragmatics. Pragmatic competence is the capacity to comprehend the intended meaning of another speaker. In the 1950s,

pragmatics became its own field because to the groundbreaking work of J.L. Austin and Paul Grice (Kim and Hall, 2002:332)

To explain what pragmatics is, one must first define semiotics. Charles Morris defined pragmatics as "the scientific investigation of the properties of signaling systems, whether they be manmade or natural" in 1938 (Levinson, 1983:1). In general, the study of sign and symbol systems within philosophy is referred to as semiotics. Semiotics in this sense includes the study of human language, artificial signals like traffic lights or signs used by animals to communicate, and other signs. Nonetheless, In reality, pragmatics has focused mostly on human language, or "natural language," as logicians like to refer to it. According to Carnap (1941:8), there are:

Semiotics, the general theory of signs and languages, divides communication into three types. The study of language falls under pragmatics when a speaker is specifically addressed; semantics when designates but not speakers are mentioned; and syntax when neither designates nor speakers are discussed but only phrases.

Carnap seems to be aiming to link pragmatics and the study of natural languages. According to him, pure pragmatics, which is focused on concepts like speech and intention, will always have a place in philosophy.

According to Leech (1983: 11), pragmatics is made up of two parts pragma-linguistic and socio-pragmatic where a transfer can happen. In this field of study, which he refers to as "pragma-linguistics," to "examine the special resources which a given language affords for expressing particular illocutions" (i.e., the speech act performed by an utterance).

## **2.7 Pragmatics and Philosophy of Language**

Pragmatic interpretation of language has its roots in the philosophy of language, a branch of philosophy that has been enhanced by the writings of philosophers who have investigated the nature, history, and use of language. Despite the history of philosophy of language covering nearly the entire time period of linguistic study, including contributions from ancient Indian, Greek-Roman, Chinese, and Arabian cultures to modern

Chomskyan analysis, the pragmatic school of linguistic thought begins primarily in the 1950s of the previous century. In the history of linguistic philosophy, the ideal school of philosophy and the ordinary school of philosophy are two reasonably well-known schools of thought (Haung, 2007). The former school tries to comprehend the logical foundations of artificial intelligence. It was established by the philosophers Gottlob Frege, Alfred Tarski, and Bertrand Russell. As a result, Richard Montague, David Donaldson, and David Lewis developed formal semantics, an abstract symbolic interpretation of language with the development of rules. Contrarily, the latter school of thought, which J.L. Austin championed at Oxford in the 1950s, emphasizes language's natural form rather than its abstract symbolic form.

J.L. Austin and H.P. Grice, an Austin student, further developed the theories of speech actions and conversational implicature in this tradition. Other well-known supporters and language philosophers of the latter tradition include Peter Strawson, John Searle, and Ludwig Wittgenstein (Recanati, 2004:62). They were fervently interested in learning more about the meaning, form, and history of language, from the obscure world of symbolic logic to the straightforward scientific observation and analysis.

## **2.8 Classification of Pragmatics**

Pragmatics has not been without its own contradictions. Many derivative concepts have been developed for the classification of the broad variety of topic matters covered in pragmatics in order to address some of its peculiarities. The term "pragma-linguistics" is used by Leech (1983: 11) to describe the study of "the more linguistic end of pragmatics" (where the unique resources was evaluated the specific language affords for transmitting unique illocutions, or the speech act that an utterance performs). He refers to the "sociological interface of pragmatics" as "sociopragmatics" (1983: 10).

In other words, sociopragmatics is the study of how social context influences language usage conditions. In his description of the "register" of pragmatics, Leech refers to the so-called "abstract study of the general conditions of the communicative use of language, and to omit more specific "local" conditions on language usage" as generic pragmatics.

In agreement with Leech, Rose and Kasper (2001: 2) see pragmatics as the study of communicative action in its sociocultural setting. Pragmalinguistics and sociopragmatics are the two categories into which they divide pragmatics.

## **2.9 What is Semiotics?**

Semiotics, according to Kress (2010:10) is the 'science of the sign, a fusion of form/signifier and meaning/signified'. Irvine had already (2005) reported that,

*[a]ll symbolic systems [such as script, image, and gesture] in a culture function like a second order language or text'. (...) If we think about cultural signs of all kinds as a second-order language, we can investigate a kind of semiotic deep structure, a grammar of meaning, a repertoire of codes, acquired by members of a culture in ways similar to, but distinct from, internalizing the grammar of one's own native language.*

The analysis of signs and sign-using actions is often called Semiology by Semiotics. A general philosophical theory of signs and symbols that deals in particular with their function in both artificially constructed and natural languages and includes syntactic, semantics and pragmatics (Hawkes, 2003:106).

Signs occur in a visual form only, and this characteristic enables researchers to examine the extent to which they can generalize the already considered grammatical concept by comparing between spoken and signed language (Carroll, 2008:27 ).

Semiotics, which means "the study of signs," is a branch of science that examines how signs are used, how information is stored, and how it is transmitted. Systems pertaining to human society, nature, or a person are included (Esenova, 2017:38,42)

Semiotics involves the study not only of what it refer to as 'signs' in everyday life speech, but of anything which stand for something else. In a semiotic sense, signs take a form of words, images, sounds, gestures and objects. Contemporary semioticians study signs not in isolation but as part of semiotic sign 'system' . They study how meaning is made and how reality is represented (chandler, 2007:3)

## **2.10 Species of Signs**

Through the history of semiotics, philosophers and linguists with a philosophical bent have made countless attempts to categorize signs or systems of signs in light of the myriad conceivable relationships between the signifier and the signified. According to Sebeok, he classifies signs into six types:

### **2.10.1 Signal**

The signal is a sign that is mechanically (naturally) or conventionally produced; it is (artificially) a receiver's response. The notion that "signals may be produced artificially or may be generated by nature" is supported by this. Keep in mind that the receiver could be a machine, an organism, or even a personified supernatural being. (Sebeok, 2001: 514) .

Both signs and symbols are graphical presentations but people often use them interchangeably. The main difference between the two is that a sign is a language on its own and it is used to communicate something to people. It is a broader term and a symbol comes under it.

### **2.10.2 Symptom**

An obsessional, irrational, non-arbitrary symptom is a sign in which the signifier and signified are inextricably linked. A consistent, regulated cluster of symptoms is referred to as a syndrome. But not exclusively, both names have strong links with medicine. Semiotics, one of the three areas of Greek medicine, was initially used to describe ailments relating to changes in the physical state of people.

### **2.10.3 Icon**

When a signifier and its denotatum have a topological closeness, a sign is deemed iconic. The now-famous fundamental triad was initially published by Peirce in his article on a New Set of Categories in 1867. He initially claimed that there were three different types of signs (or, as he called them, representations): (a) likenesses (a term he quickly abandoned in favor of icons), or those whose relation to their objects is a simple community in some quality (ibid:515)

Later, he referred to these as "laws," which are customs, routines, or ingrained tendencies in the industry. (b) indices, or those whose relationship to their objects is based on factual correspondence; (c) symbols (also known as general signs), or those whose relationship to their objects is based on an ascribed attribute.

Wallis (1973: 482) asserts that there is an unbalanced link between iconography and representation: an iconic sign or a free conventional sign represents its representatum but not the other way around.

#### **2.10.4 Index**

A sign is said to be indexed insofar as its signifier is parallel to or a representation of its signified. Since the adjective "contiguous" in this definition does not always mean "adjoining" or "adjacent," Polaris may be regarded as an indicator of the north celestial pole to any earthling, despite the vast distances involved (Sebeok, 2001: 516)

#### **2.10.5 Symbol**

A symbol is a sign that lacks resemblance or proximity but merely has a traditional connection between its signifier and its denotate, as well as an intentional class for its designate (ibid.)

#### **2.10.6 Name**

Having an extensional class for its designate, a name is a sign. According to this definition, the only thing that people identified by a proper name, such as Veronica, have in common is that they all respond to the name Veronica. Extensional is defined as "listing the members' names or pointing to each member in turn" in a definition of a class ( Reichenbach, 1948: 193).

American Sign Language is considered to be an independent sign language, since it does not translate English sounds into signs nor fingerspell the English words letter by letter. Instead, it depends on three main elements: (1) Hand configuration; (2) place of articulation; and (3) movement. ASL (American Sign Language) enables its signers to derive nouns from verbs by changing the speed, tension, or the rate of repetition of their movements, and to produce other derivations (Steinberg and Sciarini, 2006:45)



## 2.11 Meaning and Context

Different writers and communities use the word "context" to refer to various, though frequently connected and dependent, conceptions. Language experts frequently refer to the text that is present around a phrase or word as the context. Another common usage of the word "context" refers to a region of reality where certain events or speech take place. This usage is sometimes mixed up and confused with another meaning, which is having knowledge of the same thing (Christiansen and Dahl, 2005: 100).

Except for linguists engaged in the study of these components of language, humans do not make utterances for the purpose of detecting phonetic, phonological, or grammatical qualities; rather, utterances are produced because they carry meaning (Simpson, 1989:176).

Since the main purpose of communication is to convey meaning, meaning is the foundation of language. A context is where meaning can be obtained in addition to its description in a dictionary. Meaning and context are interrelated, therefore neither can be conveyed without the other. Likewise, neither can be established without the other. Travis asserts that meaning is wholly contextual in his book *Unshadowed Thinking* (Williams, 2004: 107). The context of a sentence might reveal a word's meaning. Many studies only consider the meaning of the linguistic contexts of a word, i.e., the words before and after a word, while there are other sorts of contexts that affect meaning as well, such as nonlinguistic or situational contexts (Charles, 2000: 506-507).

Communication meaning is significantly influenced by context. Consequently, communication cannot be accomplished solely by individual words and sentences. Several dictionaries were used to determine the definition of context, and it was discovered that context was connected to meaning. Context is any fragment of meaning (Anderson 2006: 28.). Context both affects and is affected by a sentence's meaning (Christiansen and Dahl, 2005:97).

How can one distinguish semantic meaning from pragmatic meaning if semantics is supposed to take usage context into account when interpreting an utterance. To be clear, since the process of interpretation

itself is the main focus of the study, (there is no interest in making a distinction between semantics and pragmatics). Nonetheless, it is still important to explain some definitions of the term pragmatics and its significance.

Pragmatics is primarily based on the use context, setting, etc., as the minimal level of interpretation that goes beyond the literal meaning to explain what the addresser is trying to say and, in the end, the implicit meanings (propositions) his speech includes. According to Crystal (1985:271), pragmatics is now used in modern linguistics to study language from the perspective of the user, particularly the decisions they make, the limitations they face when using language in social interactions, and the effects their use of language has on other participants in an act of communication.

According to Hatim (1990), pragmatic meaning is contextualized since it can only be understood when the relationship between language and the context of utterances is understood. Because so many linguistic (literal meaning) and extralinguistic (shared knowledge, personal opinions, and so on.) aspects must be taken into consideration before coming up with an appropriate interpretation, the study of pragmatic meaning is quite complex.

## **2.12 Review of Related Studies**

Raad, and Nehal, (2021), A Pragmatic Analysis of Health Advice Speech Actions in the Indian Covid-19 Epidemic. It can be characterized as the action taken when stating anything, and the commands serve as means of controlling how others behave. A directive speech act is giving advice. The advice was divided into direct, indirect, and typically indirect categories by several linguists. For a very long period, humankind has used advise in written and oral communication. When giving advice, the speaker wanted the listener to gain something. Clarifying the idea of the pragmatics of communicating health advice in COVID-19 was the aim of the current study. The conclusions of this study included fifteen suggestions for improving public health in relation to COVID-19. obtained from the official website of the World.. The author argues in this study that pragmatics is one of the areas of linguistics that may be used to explain language use in context in a systematic way. In a subfield of

pragmatics, speech act can be defined as the activities taken when speaking. The act of producing a phrase under specific circumstances is a speech act, and it serves as the fundamental building block of linguistic communication. Advice has been used as a directive speech act in written and oral communication for a very long time. It is one of the ideas that paints a great picture for anyone who gives advice with the intention of the recipient receiving a benefit. With the covid-19 pandemic, the use of health advice has become widespread. The goal of the health advice was to inform individuals about the coronavirus and provide them guidance. The current study has demonstrated that while the frequent type of strategies was critical, the frequent type of the health device of the COVID-19 was direct. The majority of health advice is given in a direct manner, demonstrating the seriousness and concern with which it is given. According to the study, there are differences in how people interpret the implied meaning of the Covid-19 health recommendations.

Khotimah, (2020), *Lingual Expressions in the Covid-19 related Ecolexicons in Indonesian Online-Media Coverage*, Language may serve as both a representation of all things COVID-19-related and a tool for identifying and avoiding the infection. In order to identify new terminology or lexicons related to the COVID-19 pandemic that were present in Indonesian online mass media, the current study utilized the ecolinguistic theory and a qualitative descriptive technique. Data was gathered through observational methods. The findings demonstrated that fascinating linguistic dynamics emerged in response to COVID-19 news. COVID-19 was described using vibrant language . Moreover, there was dynamic reality coding. The new health ecolexicons were discovered to take the forms of English phrases (for example, lockdown, swab test), synonym forms (for example, isolasi, karantina), Indonesian abbreviations (for example, PPE, KLB), and English abbreviations (for example, WFH, PCR), as well as acronym forms (e.g., COVID-19, Sars-Cov-2). Language is not static since it will constantly change to reflect the settings and situations it encounters, giving rise to its diversity. The development of an intriguing dynamic language was sparked by COVID-19. Its originality and qualities can be seen in language's use as a tool for creating social contact, expressing emotions, managing reality, documenting facts, facilitating thought, and indicating identity. COVID-

19-related information is presented via dynamic language forms. Moreover, reality coding is dynamic.

In COVID-19 advisory health infographics created by the World Health Organization to raise public awareness of the myths propagated by the novel coronavirus pandemic crisis in 2020, Muhammad, Z. (2021) addressed some of the pragmatic features of reasoning. As far as this work is concerned, the pragmatic structure of argumentation is investigated through three stages adopted from Toulmin's (2003: 13) model of justificatory argument which is composed of an initial stage, a subsequent stage, and a final stage. Also, it based on speech acts ,from Searle's macro-classes of illocutionary acts, the micro-types expected to be restored to by health information providers in the data under analysis will be taken extensively below.

The findings show that the speech act of advising is the most significant one in COVID-19 health info graphics. Consequently, the first hypothesis is rejected “Speech act of asserting is highly utilized in CHI under study”. This can be justified by the fact that, these health publications are advisory. Since performing directive acts like warning or advising represents a face threatening act and it may restrict the addressee's freedom of the desired action, the imposition has been mitigated though appealing to the strategies of negative politeness which go in accordance with the ways those directives are expressed to appear less imposing in a satisfaction to the readers” preference. The adherence to the conversational principles has reflected the fact that health professionals in the CHI under scrutiny tend to be as informative, truthful, relevant, and unambiguous as possible to prevent any misunderstanding, misleading or manipulating which may occur in case of breaching these maxims when addressing important health issues in COVID-19 crisis.

Another study by the author Michael, T. (2021) Pragma-Multimodal Functions of Covid-19 Memes in the Nigerian Context. Since its emergence in the global space, scholars and researchers have started examining it from different perspectives. This study is a linguistic approach to the discourse of Covid-19. In particular, the study investigates the pragma-multimodal functions of memes created and shared by Nigerians on different social media platforms in reaction to the pandemic. Data comprised ten memes sampled from the numerous memes initially gathered. Data were subjected to pragmatic and multimodal analyses, with reference to Mey’s (2001) pragmatic act theory and Kress’ (2010) multimodality. Findings reveal texts and images in the memes combine with the prevailing sociopolitical and religious

contexts in Nigeria to evoke the practs of warning, 78 admonition, information, mockery, criticism, condemnation, rebuke, labeling, accusation and sermonisation.

Features of Directed Speech Actions in the Transmission of COVID-19 Mitigation Information in Japan, Aryanto, (2020). Due to the current global COVID-19 epidemic, many people have tried to stop the virus's spread by taking preventive measures. Information about the COVID-19 virus is disseminated as a preventive step in a number of ways, one of which is by placing notices in prominent places with the hope that everyone would have the chance to learn what they need do to stop the virus from spreading. The current study aims to describe the characteristics of the directed speech act used in Japan to spread knowledge about COVID-19 mitigation. Printed notices concerning COVID-19 mitigation can be found in public places like train stations, bus stops, playgrounds, stores, hotels, and so on. The information was gathered from 30 different sources throughout Japan. In this study, the sociopragmatic study approach was used, and the data were discovered in directive written notices about COVID-19 mitigation. The discovery of up to 50 directive speech acts in two distinct linguistic forms—teineitai form and keigo form—showed that direct directive speech predominated in these acts as well. Direct, begging, and invite are the only three categories of directive speech act illocutionary points that were discovered. Moreover, there were no examples of indirect directive speech acts like the use of implicature in the data. Due of the face-threat that the directed speech act poses to both the speaker and the speech partner, it is necessary for the speaker (in this case, the announcement creator) to make an effort to eliminate the threat. You might think of these actions, which take the form of the keigo and teineigo varieties, as face-saving strategies.

Ansary, I. (2020), A Pragmatic Analysis of the Anger Expression Used by Social Media Users in Protest Against Coronavirus Stay-At-Home Orders. The purpose of this study is to categorize the pragmalinguistics used in the comments on YouTube videos of people opposing the Covid-19 stay-at-home orders and to further explain the motivations behind those manifestations of rage. This research uses the descriptive method and is classified as descriptive qualitative research. The researcher employs documentation technique when gathering data. The data were first examined using Greenbraum's (1996) notion of the linguistics form. econd, Yule's (1996) theory on the intents behind anger display was used to examine the data. The study's findings indicate that there are five different pragmalinguistic expressions of anger. From the highest

occurrence to the lowest one, this can be ranked in order. These are noun phrase, verb phrase, compound sentence, complex sentence, and simple sentence. There are 11 different ways to communicate anger, and they are sorted from most frequent to least frequent. They are making fun of, whining, blaming, accusing, directing, debating, putting up threats, criticizing, and asserting.

# Chapter Three

## Methodology

### 3.0 Introduction

The goal of this chapter is to create an eclectic model that combines a number of models to analyze the data being investigated. This chapter complements the literature covered in chapter two and acts as a tool for achieving the study's aims and testing its hypotheses. Here, firstly talk about the pragmatic theories that might be utilized to analyze posters. The chosen model will then be developed using these theories.

### 3.1 Data Collection and Description

The data are collected from (WHO), World Health Organization (2020), and from other different electronic websites.

The WHO is a health organization that belongs to the United Nations agency. It deals with serious global health issues and its main goal is to control diseases, improve healthier lives, “keep the world safe and serve the vulnerable - so everyone, everywhere can attain the highest level of health” via following scientific policies and programs (World Health Organization).

The material consists of twenty hypothetical debates drawn from twenty health awareness posters created to dispel myths and raise public knowledge of key facts in the wake of the coronavirus widespread in 2020. The selected data has the following qualities:

#### 3.1.1 Genre

The data are written texts taken from the World Health Organization health posters and from other different website . Posters are means of communication in which the information of the texts is combined with graphics to explain certain topics in an easy, cohesive, and brief way (Tomboc 2020).

#### 3.1.2 Length

The selected posters are short and approximately of the same length.

### **3.1.3 Theme**

Their theme represents World Health Organization response to the most common traditions accompanying the novel coronavirus pandemic outbreak in 2020.

### **3.1.4 Form**

Not only the written texts of the infographics are concerned with in the scope of the present work but also the visual one. So , the form includes text and image of posters.

## **3.2 Data Analysis**

### **3.2.1 Methods of Analysis**

The model proposed and schematized in the previous Chapter. Three serves as the instrument for a pragmatic, linguistic and qualitative analysis of the data. The results of the qualitative study are to confirm or refute the hypotheses presented in Chapter One. First, semio-pragmatic analysis of selected samples of the data represents the qualitative method of analysis. Then, pragmatic analysis of data. To each part of analysis, a discussion of results be introduced to evaluate them in the light of the aims and hypothesis of the current study. This study looks into how the WHO and other sources delivered health advisories during the Covid-19 Listed as a public service .pandemic by using linguistic components advertisement in the poster (Subekti et al., 2014)

## **3.3 Charles Sanderce Peirce's Concept of the Sign**

How do signs occur? The Peircean sign has been defined in its most basic form as something that is connected to another object for someone in some way or another.( Copley, 2001:28)

Considering that he had philosophical ideas, which purport to explain and interpret the knowledge, Charles Sanders Peirce authored a paper titled "What is a sign?" in 1984. In this work, he revealed his theories and comments about the semiotic system.

Every form of reasoning is an interpretation of some sort of sign. Peirce proposed an explanation of the song, mental states, reality, and other



concepts in What is a sign? the concepts shall begin with the analysis of sign, representation, object, and interpretation.

The sign is triadic, meaning it has three components: 1- a representation, 2-an object, and 3-an interpretation. The representamen is anything that interacts with the object, it is meant to represent. It is a depiction of something, yet it is not an accurate one. It addresses someone when it makes an equivalent or possibly more complex sign in that person's thoughts. The interpretant of the first sign is referred to as the sign that it makes. The symbol is an object that has meaning. It refers to that item in some ways, but not in other respects.

The dynamic object and the immediate object are two different types of objects; the first is outside of the semiosis and is concrete, and the second is one inside of the semiosis and is abstract.

The interpretant refers to the same thing as the representamen and is another sign or representation of a sign. The ability to translate words is another feature of the interpreter; in this case, the interpreter must think and translate the word into the target language.

### **3.4 Peirce Categories**

There is more to creating, digesting, and giving meaning to signals than just extracting information from them or making sense of them. It involves a nuanced relationship between firstness, secondness, and thirdness, as defined by Peirce. Peirce's categories, firstness, secondness, and thirdness, as semiotics, the study of how signs understood, and semiosis, the process by which signs become signs, defined and cognized.

In order to account for the feeling, sensation, experience, and conceptualization of signals, Peirce put forth the categories. Signs cannot have a predetermined and self-ordained outcome since the processing of signs, from feeling to conceptualization, is merely a process. In this way, the categories might be seen of as conditions of becoming rather than as fixed signs linked to things, as inclinations as opposed to forms. Firstness arises from possibilities, secondness from actualities, and thirdness from the possibility of future signs. (Cobley, 2001:30) Peirce goes on to clarify three other ideas:

### 3.4.1 The Icon

It resembles the thing being symbolized in its physical form. A symbol that designates an object by virtue of a quality that it shares with it but that it possesses independently of the object is known as an icon (also known as a likeness or semblance). The icon imitates or mimics its item (for example, a portrait or a diagram). The icon can be interpreted as a sign even though the object isn't actually there since it has a quality or attribute that the object has (or is assumed to have). On the basis of its "ground," the icon fundamentally denotes something. According to Peirce, the ground is a pure abstraction of a quality, and the sign's ground is a pure abstraction of the quality that the sign refers to in order to understand its object, whether by similarity or, in the case of a symbol, by transferring the quality to the object. (Deely, 1981:61)

Peirce called an icon apart from a label, legend, or other index attached to it, a "hypoicon", and divided the hypoicon into three classes: (a) the *image*, which depends on a simple quality; (b) the *diagram*, whose internal relations, express the relationships in something analogically; (c) the metaphor, which illustrates the representational nature of a sign by illustrating a parallelism in another object. (ibid.)

### 3.4.2 The Index

It is although related to the object, it is not similar to it. It is a symbol that represents the actual thing in a few ways. An index is a symbol that designates an item by virtue of an actual connection that links them; this connection is sometimes referred to as a real relation because it is unaffected by interpretation. In any event, it is a relationship that is actually, in contrast to the icon, which simply represents its object on the basis of a ground, and in contrast to the symbol, which denotes through an interpretive custom or law. A pure index is one that draws attention but doesn't reveal anything about its target, while it's possible that this ideal limit has never been attained.

If an indexical connection is a resistance or reaction that causally or physically ties an index to its object, then the index is a reagent (for example smoke coming from a building is a reagent index of fire). Only an index that has really been affected or changed by its object can be used to establish facts about it. A sickness symptom is broad but its recurrence is unique, according to Peirce, who also typically thought that an index need not be an actual separate event or item. Instead, Peirce believed that an index can be a designation, such as a pronoun, a proper name, a label

on a diagram, etc. (In 1903, Peirce claimed that only an individual is an index, suggested the word "seme" as a synonym for "index" and referred to designations as "subindices" or "hyposemes," which were a type of symbol).

He also permitted the existence of "degenerate indexes," which denote non-individual objects and are best demonstrated by a singular object describing its own properties. However, he resumed classifying designations as indices in 1904 after allowing indices to be generals earlier.(ibid:62)

### 3.4.3 The Symbol

It represents a rule or custom. The emblem was once chosen at random. A symbol is a mark that designates an object simply by virtue of the interpretation that it will receive. The symbol is made up of a rule, norm, or habit that is natural, conventional, or logical and does not depend on the signified item bearing any similarity to or actual link with the symbolic sign. A symbol is signified by virtue of its interpreter. Every symbol is a universal in Peirce's view, and what it refers to as an actual individual symbol—such as one on a page—Peirce refers to as a duplicate or case of the symbol. Symbols require genuine, unique reproductions in order to be expressed, just like all other legisigns (also known as "types"). The idea is an illustration of a sign that is independent of language, of any mode of expression, and does not impose characteristics on its copies. An example of a symbol that dictates features (particularly looks or sound) of its reproductions is a word that is symbolic (rather than indexical like "this" or iconic like "whoosh!"). The similarities between two word-symbols, such as the English word "horse" and the Spanish word "caballo," are what make them duplicates of one another. Each complicated symbol—a person, an idea, or a book—is unique. A thing considered the embodiment of a concept or object. (en.wiktionary.org/)

In other documents, Peirce explained the three states of reality :

\* **Firtsness**: Accepting something for what it is. Here, it can only sense how the concepts and possibilities are linked.

\* **Secondness**: Something is taken into consideration as it is, but in connection to other things, the response.

\* **Thirdness**: This enables the rule of law. Connect our perceptions and thoughts to our qualities.

Consequently, it might state that, in a fairly synthesised overview of Peirce's theories:

1. Representation — Icon — Firstness — Feeling — Characteristics
  2. Keep relation to real object by keeping relation with index, and secondness, reaction.
  3. Interpreter --> Symbol --> Thickness --> Thought --> Rule of law
- Although they are all unique, they all incorporate a semiotic framework.  
([languagelinguisticcodeandspeech.weebly.com](http://languagelinguisticcodeandspeech.weebly.com))

### **3.5 Speech Acts Theory**

The term "speech acts" refers to a theory that looks at how utterances relate to the actions of the speaker and the listener during interpersonal communication. It is an excerpt from J. L. Austin's philosophy (1911–1960) (Crystal, 2010).

Speech acts, according to Richards and Schmidt (2012), is an utterance used as a functional communication unit. According to the speech act theory, words might mean one of two things :

- 1) An assertion of meaning (also known as locutionary meaning). This is the utterance's primary literal meaning, which is communicated through the specific words and sentence patterns it uses.
- 2) A figurative meaning (also known as illocutionary force). This is the impact that a statement or piece of writing has on a reader or listener.

A third type, the consequences of utterances on listeners (the perlocutionary effect of their utterances), is allegedly added by Crystal (2010). For instance, the propositional meaning of "I'm thirsty" is what the utterance reveals about the speaker's bodily condition. The effect the speaker wants the speech to have on the listener is known as the illocutionary force. It could be interpreted as a request for a drink. A statement or utterance with both propositional meaning and illocutionary power is referred to as a speech act.

The foundation of speech acts theory is the idea that language is a type of behavior that is subject to a rigid set of laws (Searle, 1969). This approach views the speech act as the smallest possible unit of linguistic transmission. It is an expression that has a specific communicative purpose. The fundamental concept that language is behavior is what enables us to comprehend how language works in a social setting. Such

behaviors include things like reporting, promising, apologizing, inviting, begging, praising, criticizing, griping, and other such things.

According to Austin (1962), the framework of communication is made up of a number of communicative activities or speech acts. A precise meaning and reference of a statement are referred to as an illocutionary act. The act carried out during the delivery of the illocution is referred to as an illocutionary act. A perlocutionary act is an action that is carried out through speech. Three simultaneous forms of acts were postulated by Austin (1962: 94–108).

### 3.6 Speech Acts Classification

Searle, a philosopher, categorized speech acts into five categories. Five illocutionary actions were proposed by Searle (1976: 22) in his work on the theory, and each of them alludes to a communicative purpose that utterances can fulfill in speech acts:

1) **Commissive**: a spoken act, such as a threat or a promise, that commits the speaker to action going forward.

*I'll call the cops if you don't stop fighting. (threat)*

*I'll take you to the movies tomorrow. (promise)*

2) **Declarative**: a speaking act that modifies the global situation. For instance, when the words "I now pronounce you man and wife" are spoken during a wedding ceremony, the act of marriage is completed.

3) **Directive**: a speech act that has the function of getting the listener to do something, such as a suggestion, a request, or a command, For example:

*Please sit down.*

*Why don't you close the window.*

4) **Expressive**: a speech act in which the speaker expresses feelings and attitudes about something, such as an apology, a complaint, or to thank someone, to congratulate someone, For example:

*The meal was delicious.*

5) **Representative**: a speech act which describes states or events in the world, such as an assertion, a claim, a report, For example, the assertion:

*This is a German car.*

The speech act theory's main contribution to this study is to highlight the illocutionary acts and their communicative purposes. It also purposes to clarify the idea of direct and indirect speaking acts, both of which have an effect on accepted civility. Speaking can be done directly (when the speaker "means exactly and literally what he says") or indirectly, according to Searle. (Searle 1979: 30).

In indirect speech acts, the speaker or writer "communicates to the hearer [or reader] more than he actually says by relying on their mutually shared background information," according to Searle (1975: 60–61). Taking that into account, the level of directness is correlated to the principle of politeness and the notion of face.

### **3.7 Classification by Austin**

Austin (1962: 150–163) proposes five broad categories for speaking acts:

1. **Verdicts:** Insofar as they can be distinguished, they "consist in the delivering of a finding, official or unofficial, upon evidence or reasoning as to value or fact," according to the definition. This class includes the verbs estimate, assess, diagnose, rank, appreciate, grade, define, and analyze, as seen in the example below, For example:

I appreciate your work.

2. **Exercitives:** The promotion of a specific course of action, as well as the expression of support or opposition to it. The choice that something should be in the current state is a decision, not a judgment. (154). It involves the use of power or influence. The verbs name, bequest, nominate, order, dare, beg, and appoint are examples of exertive.

For example a judge may utter the following sentence:

I sentence you to five years.

3. **Commissives:** The speaker is "committed to a particular path of action" by them. promises, contracts, wagers, etc. are used with this type of speech act which could be shown in the following example:

I plan to leave by airplane.

4. **Behabitives:** "The idea of reaction to other people's behavior and fortunes as well as of attitudes and displays of attitudes to someone else's previous conduct or imminent conduct" is one of them. (ibid: 158). This class includes words like accuse, commend, apologize, and praise, as in

I apologize.

5. **Expositives:** They are employed in acts of exposition that involve the elaboration of opinions, the development of arguments, and the clarification of jargon and references. ( *ibid*:161) Affirm, report, remark, concur, etc. are used to achieve exposition, as demonstrated in the example below:

I assume that you will come tomorrow.

Although a variety of methods for categorizing SAs have been used, Austin and Searle are still credited with the fundamental distinction. Thus, it will start with these two pioneers before moving on to the others.

### **3.8 Wierzbicka's Classification of Speech Acts**

In her semantic dictionary, Wierzbicka (1987:33) does a semantic analysis on 237 verbs, classifying them into 37 categories. Each one has anywhere from two to eleven performative verbs. Each group's verb serves as a means of identification. The praise class, for instance, includes the words admiration, praise, complement, boast, praise group, and credit.

The semantic meaning for the verb praise can be seen as follows:

1. I'm thinking about Y.
2. I'm thinking good about Y.
3. I feel something good thinking of Y.
4. I say: Y is good.
5. I think I have good reasons to say this.
6. I think something good has to be said about someone (Z) because of that.
7. I say this because I want to say that I think something good about Y.(*ibid*:198)

According to her (*ibid*: 3), the verbs that refer to SAs are among the most crucial words in any language since they serve as the means of communication in complicated, contemporary cultures. For instance, people inquire, respond, debate, promise, thank, nag, and so on from morning to night. From dawn until dusk, one must understand what others are saying and the kind of speech acts they are engaging in, such as: Was this a threat or a warning? Was this a request or a suggestion? so forth.

As a result, most of the pragmatic meaning in any interaction is ambiguous and implicit. Since many interpretations of the speaker's intent depend on culturally specific customs, there are multiple meanings and understandings that exist at the level of continuous processes.

### **3.9 Direct Speech Act**

People produce utterances with grammatical structures and words in an effort to communicate themselves, but they also conduct actions through these utterances. According to Yule (2014), a speech act is any action that a speaker performs with an utterance (such as "requesting," "commanding," "questioning," or "informing"). You appear to be engaging in the speech act of "promise" when you say, "I'll be there at six."

When there is a clear connection between the utterance's structure and its communication function, it is considered to be a direct speech act. The examples below demonstrate how form and function are related.

"You wear a seat belt", is a declarative used to declare a fact.

"Do you wear a seat belt?" is a question that is posed as an interrogative.

"Wear a seat belt!" is a command made with an imperative. (Yule, 1996: 55)

Therefore, direct speech acts directly show what the speaker means when they make an utterance.

### **3.10 Indirect Speech Act**

A speech that is "performed by means of another" is what Searle defined as an indirect speech (Searle quoted in Thomas 1995:93). This indicates that the shape and function of the speech are indirectly related. The examples below demonstrate how form and function are incompatible:

-To ask for something, employ an interrogative: "Could you pass the salt?"

-To ask for anything, a declarative is used: "You're in front of the TV." (Yule, 1996:56)

The intended meaning of the statement is not stated by the speaker clearly. The role of the listener is to analyze the utterance in order to comprehend its meaning. Impoliteness and indirectness go together.



The context of the utterance frequently aids both the speaker and the hearer in this process. The speech event refers to these situations, which may also include other utterances.

### **3.11 Speech events**

A single event is defined by a consistent set of elements from beginning to end, starting with the same general communication goal, same general subject, and involving the same participants, typically using the same language variety, maintaining the same tone or key, and following the same rules for interaction, in the same environment. (Saville-Troike, 1989: 27)

Speech events are any social interactions in which language is a significant factor. Yet, because it also covers a wide variety of textual communication, the phrase is not reduced to spoken discussion. .  
(<http://www.ello.uos.de/>)

The word "speech event" will only be used to refer to activities or portions of activities that are specifically governed by standards or laws governing speech. A speaking act may be the only part of an event, but many times there are many. Similar to how a noun's occurrence can be both the entirety of a noun phrase and the entirety of a sentence (e.g., "Fire!"), a speech act can be both the entirety of a speech event and of a speech circumstance (say, a rite consisting of a single prayer, itself a single invocation). It is more common to find a variation in magnitude during a party (a speech event), during a conversation at the party (a speech event), and during a joke given during the conversation (speech act). One creates formal rules for the occurrence and features of speech occurrences and speech acts. Keep in mind that the same speech act may appear in many speech events, and the same speech event may occur in various situational circumstances. Hence, a joke (speech act) could be incorporated into a lecture, a private chat, or a formal introduction. A private conversation may occur in the context of a party, a memorial service, a pause in changing sides in a tennis match. (Hymes, 1977: 52)

### **3.12 Cooperative Gricean Principles & Implications**

The Cooperative Principle (CP) tenet is that participants in a discourse are, above all else, trying to be cooperative. The cooperative principle states that you should participate in discussion as necessary by the

accepted goal or direction of the exchange in which you are involved at the time when it arises. (Grice, 1975)

Implicature is a concept that is used in linguistics to explore conversational structure that was coined by the philosopher H. P. Grice (1913–1988). For example, the phrase "**There's some chalk on the floor**" can signify "you should pick it up"; they stand in contrast to explicatures, which are claims that are made expressly (the fact that the chalk is on the floor, in this example). (Crystal, 2010).

Grice (1975) coined the term "implicature" to describe what a speaker can imply, indicate, or mean in addition to what the speaker actually says. According to Grice, the "conventional meaning of the words employed" determines the usual implicatures (1975: 44)

Although the speaker in the aforementioned example does not explicitly state that one quality (being brave) follows from another (being an Englishman), the common manner of expression used suggests that such a relationship does exist. Traditional implicature deals with specific words like "but", "although", "thus", "yet", "even", "and" does not rely on a specific context. In traditional implicature, these conjunctions are used to clarify the underlying meaning of specific lexical pieces or expressions.

The general principle is called the Cooperative Principle which Grice (1975: 45) presents in the following terms: Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

According to Grice, the underlying premise of the majority of conversational exchanges appears to be that the participants are working together. This rule and the following four maxims should guide all of our interactions with others in conversation:

**The quantity maxim:** states that your contribution should be as instructive as necessary, but neither more nor less than that.

**The Quality maxim:** Never assert something for which you lack sufficient proof or which you consider to be untrue.

**Relevance maxim:** is the Relation maxim.

**Manners maxim:** is to be concise, straightforward, and formal.

Simply said, the speaker want our conversational partners to contribute to the discussion in a brief, honest, relevant, and clear manner and to let us know in some other way if these guidelines are not being followed in a given situation. For instance, when two women are having lunch together, one of them inquires about the other's sandwich and gets the following response:

*Oh, a sandwich is a sandwich.*

The listener must think that the woman's friend is sharing anything if she is being cooperative and following the Quantity maxim about being "as informed as is required". This response would appear to be a tautology, which is defined as an expression (often a saying) that seems to simply repeat an element with no apparent meaning, logically speaking having no communicative value because it states the obvious. It doesn't seem to be at all informative, and thus would appear to have no value at all (e.g. Boys will be boys).

The level of assurance regarding the information provided can be expressed in a statement using specific terms. Hedge expressions include the following:

They are, as far as I know, getting married.

I suppose he couldn't survive without her.

The cooperative principle is used in conversation; speakers and listeners are guided by questions of quantity, quality, etc., and by the process of implicature, which enables them to understand the connections between what is said and what is left unsaid. Nevertheless, in actual discussion, people don't always abide by all of Grice's adages. Daily interactions are far from the ideal situations that Grice advises.(Yule, 2014)

Generalized conversational implicature is one kind of this phenomenon. When utterances made by the speaker convey implicit meaning depending on context, implicature occurs. Unspecific context is unimportant in generalized conversational implicature. Because of the broad knowledge, it is not necessary to have specialized information to recognize the implicature when a dialogue takes place. Additionally, scalar implausibility is a special sort of generalized implausibility that expresses quantity as "all, most, some, few, always, frequently, and occasionally" (Yule 1996). A speaker chooses the word from the scale that is the most informative while making an utterance. Particularized

implicature, the final type of implicature, necessitates a particular setting. (Crystal, 2010).

Grice's Cooperative Principles has some detractors. Some CP-related topics have given rise to significant discussions among modern linguists:

### **1. The universality of proverbs**

The maxims and the cooperation principle are not always applicable, according to Keenan (1976). She observed that Malagasy speakers frequently seemed to disregard the tenet of quality when she examined them.

A: Where is your mother, please?

B: She could be in the market or at home.

### **2. Differentiation**

To demonstrate how the Gricean theory might produce excessive implicatures, Davis (2005) offers the example of scalar implicature. The schema employed to "work out" observable implicatures. He claims that it often be used just as successfully to "figure out" fictitious implicatures.

Some sportspeople smoke  
Athletes don't smoke  
All sportspeople smoke  
5% or less of athletes smoke.

These sentences violate quantity maxims based on Gricean maxims. Gricean implicature theory, however, is unable to distinguish the hearer's perspective by generating such utterances.

### **3. Relevance**

Sperber & Wilson (1986) asserted that a single principle of relevance—that the speaker seeks to be as relevant as feasible in the circumstances—could replace all of Grice's maxims. They came up with one of the most popular refutations of Grice's theory. They created a theory of relevance based on the following communicational presumptions:

1. There are numerous linguistically conceivable interpretations for every statement, all of which are consistent with the sentence's decoded meaning.
2. On any one occasion, not all of these meanings are equally available to the hearer or equally likely to enter the hearer's consciousness.
3. Hearers are given a single, extremely broad standard by which to judge Interpretations as they come to them and decide whether or not to accept them as theories about the speaker's meaning.
4. This criterion has enough force to rule out all but one interpretation (or a few closely similar interpretations).
5. Because this criterion is strong enough to rule out all but one interpretation, the hearer is allowed to believe that the first hypothesis that does so (if any) is the only probable one single principle of significance that the speaker is aiming to be (or a few closely related interpretations). (Wilson & Sperber, 1986)

### **3.13 Kinds of Cooperation**

Many academics distinguish among various forms of cooperation in an effort to constrict the application of Grice's Cooperative Principle. Pavlidou (1991: 12) distinguishes between formal cooperation and significant cooperation, for instance.

In her words, behaving in accordance with (or against) the conversational maxims is exactly what formal cooperation is, according to the Gricean tradition. Substantial cooperation, on the other hand, is defined as "having common goals among communication partners, goals that go beyond maximal information exchange." The gap between linguistic and extra-linguistic aims sounds similar to this one.

For more clarification, these analyses (pragmatic and semio-pragmatic analyses) with their contents are diagrammed as follows:

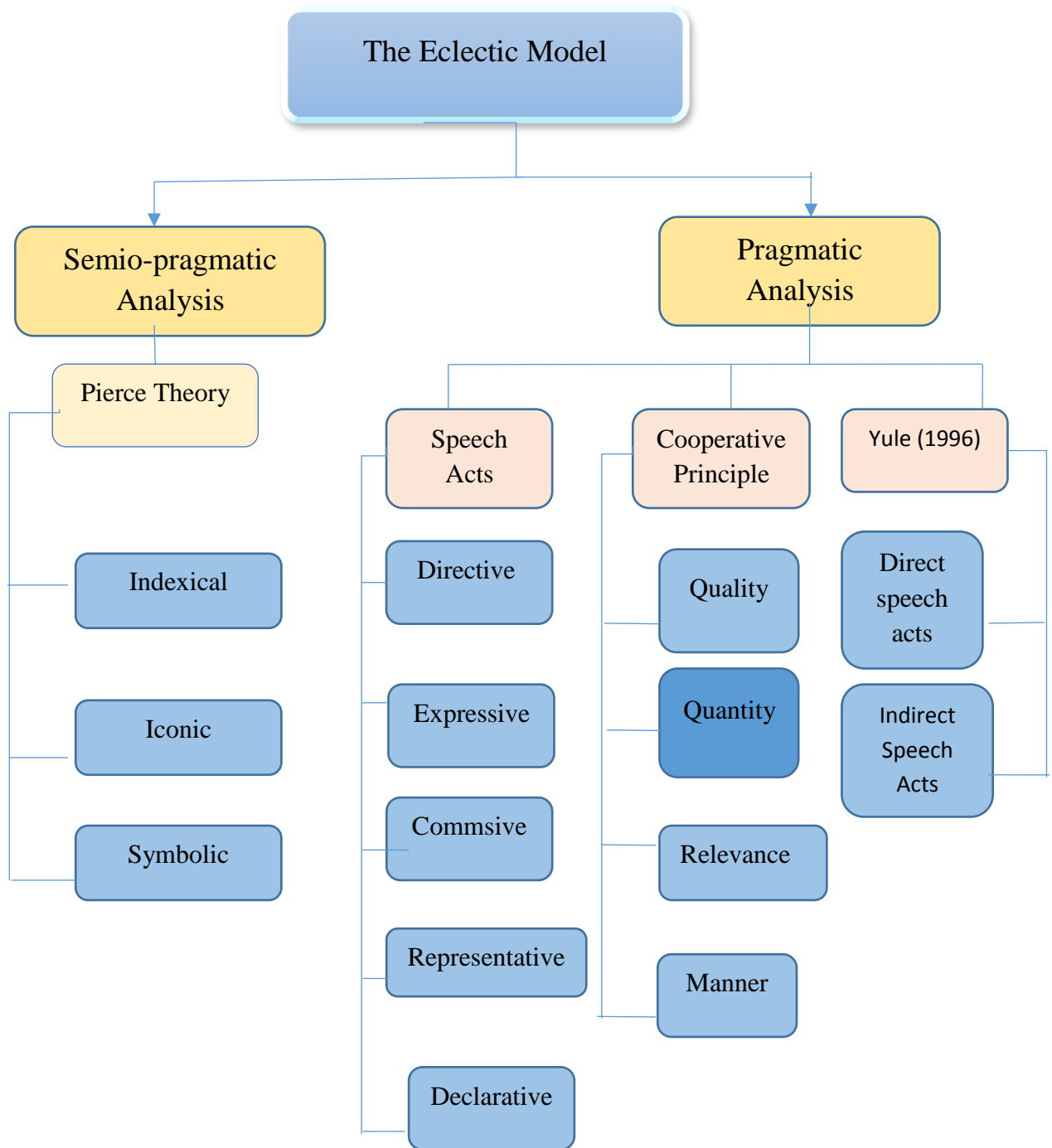


Figure 3.1 Semio-pragmatic Eclectic Model of Analysis

## Chapter Four

### Data analysis and discussion

#### 4.0 Introduction

This chapter represents the practical part of this study. First, data are described and analyzed. Then, results are presented and discussed at the end of the chapter. Later on, they are evaluated according to the questions, aims, and hypotheses settled in chapter one.



Figure 2. Corona Virus Safety Poster  
(<https://www.graphicproducts.com>)

A poster titled "CORONAVIRUS SAFETY POSTER" is displayed in Figure 1. Several indicators on the poster fall within the categories of icons, indexes, and symbols. The combination of the three different types of signs creates knowledge that helps the general public comprehend the message of the poster with the hashtag #Be Active and #Healthy At Home and Work, which is to always be active at home and outside during the Covid-19 outbreak in order to maintain health. Iconic, indexical, and

symbolic meanings are the three categories into which the semiotic process of the signs in the poster is separated.

### **Semiopragmatic analysis**

Figure 2. depicts a picture that resembles the reference object to illustrate the iconic meaning. The emblem features both people and things, such as a hand cleans the surface, a two hands wash for at least 20 seconds and the last icon which refers to a man sneezes or coughs and covers his mouth.

The tools employed represent indexical meaning services the safety from corona virus, such as the presence of the cleaning tools, wipes, and soap as a sign (index). Likewise, the white color, which serves as the poster's backdrop hue, is thought to have healing properties. It can relieve stress, promote physical and mental calm, and aid in the fight against sadness and anxiety in the face of the Covid-19 outbreak..

The wording and emblem of the Corona Virus Safety, on the other hand, symbolize the symbolic value of being healthy in the global community, particularly in light of the Covid-19 epidemic.

The next symbol is the graphicproducts warning text, which is legibly presented in white to stand out against the poster's white background. This language, which is the post's major argument, urges people all over the world to keep their health throughout the Covid-19 pandemic by engaging in diverse physical activities at home and at work. The book is organized systematically and begins with a subject that urges readers to be healthy while performing cleaning tasks during the epidemic, such as "disinfect surface around your home and work", "wash your hand for at least around 20 seconds", "sneeze or cough? Cover your mouth".

Additional symbols include phrases beginning with the hashtag #Coronavirus Safety, which are frequently utilized nowadays to become phrases in the social media sphere. Slogans are typically composed of a few attractive, short words that capture the core of a catchy statement. The plea in this instance emphasizes the importance of maintaining physical health at home while the Covid-19 outbreak is ongoing.

### **The pragmatic analysis**





The direct and indirect speech acts from Yule (1996), the cooperation principle from Grice, and the Speech Acts framework from Searle (2005) were all used in the pragmatic analysis of verbal data. The phrase



"CORONAVIRUS SAFETY" is a poster headline that has the illocutionary power of a direction, classifying it as a direct speaking act. The phrases that follow, particularly "Clean surfaces around your house and place of employment"; "wash your hands for at least 20 seconds"; "sneeze or cough?" "Shut your mouth ", which are classified as direct speech acts because they are also imperative with directed illocutionary force.

The pragmatic analysis' second step entails looking at the cooperation principle, which is divided into four categories. In terms of Grice's maxims, the author is helpful in delivering the message needed because each maxim is followed. A writer is clear, relevant, and informative both qualitatively and numerically. The poster's straightforward message enables viewers to safeguard themselves from the virus.

Be **KIND** to support loved ones during  
#coronavirus

-  Check in regularly especially with those affected
-  Encourage them to keep doing what they enjoy
-  Share WHO information to manage anxieties
-  Provide calm and correct advice for your children

Learn more to Be **READY** for #COVID19:  
[www.who.int/COVID-19](https://www.who.int/COVID-19)



 **United Nations**  **World Health Organization**

Figure 3. Be Kind to Support Loved Ones During #Coronavirus (<https://www.un.org/>)

The second poster features "kind" repeated throughout with blue as the main color. This word is defined as being kind, helpful, and understanding of other people's perspectives in the Cambridge Dictionary. A poster with the slogan "Be Compassionate to Support Loved Ones During #Coronavirus" may be found in Figure 1. Several indicators on the poster fall within the categories of icons, indices, and symbols. The three different sorts of signs are combined to provide information that helps people grasp the message of the poster with the theme "Be Kind to Support Loved Ones During #Coronavirus," which is to stay healthy by being active at all times during the Covid-19 outbreak. Iconic, indexical, and symbolic meanings are the three categories into which the signs in the poster fall within the semiotic process.

### **Semiopragmatic analysis**

The poster's emblem depicts both living things and inanimate items, such as a man and a woman speaking to one another. In addition, we have people who help in sharing the details about corona virus. Also the last iconic meaning in this poster that we have children, we should encourage them to be quiet and help them. Also, those who were engaging in physical exercise had the recognizable markings. .

Tools like the presence of books as a sign (index), a man and woman reading through the epidemic to have fun and stay in touch with those impacted by sending and receiving messages, and also a sign of exchanging information are examples of indexical significance. In addition, the color aspect indicated by blue. The blue color is a primary color. It is often associated with sadness in English language. It represents the sky, the sea and associated with open spaces, freedom, intuition, imagination, inspiration, and sensitivity. It also represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, calmness, peace and intelligence Since the Covid-19 outbreak is being faced, the crucial message of the hashtag "Be Kind to Support Loved Ones During #Coronavirus" should be remembered.(<https://www.supercolor.com/>)

The World Health Organization's texts and logo, on the other hand, serve as a sign of the official UN organization that is committed with enhancing global health, particularly in light of the Covid-19 pandemic. As a call to action for people all over the world to maintain their health by staying physically active at home during the pandemic, the symbol's placement in

the lower-left corner demonstrates the legitimacy of the organization that started the Be Kind to Support Loved Ones During #Coronavirus movements.

The next icon is the WHO warning text, which is legibly displayed in white against the poster's blue background to make it easier to read. The WHO is urging people all around the world to maintain their health throughout the Covid-19 outbreak by being kind to one another and supporting one another during the outbreak. The content is organized systematically and begins with a topic that urges action. Be Compassionate to Support Loved Ones Throughout the #Coronavirus; check in frequently, especially with those affected; inspire them to continue enjoying themselves; share WHO facts to reduce anxiety; and give your kids sound, sensible advice.

Additional symbols include phrases beginning with the hashtags Be Kind to Support Loved Ones During #Coronavirus, which are frequently used in the social media sphere nowadays as slogans. Slogans are typically composed of a few attractive, short words that capture the core of a catchy statement. The message of the plea in this instance is to be physically active throughout the Covid-19 outbreak in order to keep your health.

### **Pragmatic analysis**

It uses the Yule's (1996) direct and indirect speech acts, the cooperation principle, and the Speech Acts framework from Searle (2005) to analyze verbal data (1975)." Be Kind to Support Loved Ones During the #Coronavirus Outbreak" is a poster headline that is written as an imperative with the ability to direct speech, classifying it as a direct speech act. The following sentences "Check in regularly especially with those affected people", "Encourage them to keep doing what they enjoy", "Share WHO information to manage anxieties", "Provide calm and correct advice for your children" are also direct speech acts since they have the ability to impose directed illocutionary authority.

As the writer's contribution at this time is accurate, instructive, timely, and true, all etiquette rules are adhered to cooperatively.

It can be conclude that semiopragmatic and pragmatic analysis of this poster that sharing WHO information can help in preventing to spread

covid-19. Also, all other tips in this poster are helpful and important. Regarding conversational rules, none are broken while communicating the necessary message in terms of quantity, quality, relevance, or style.

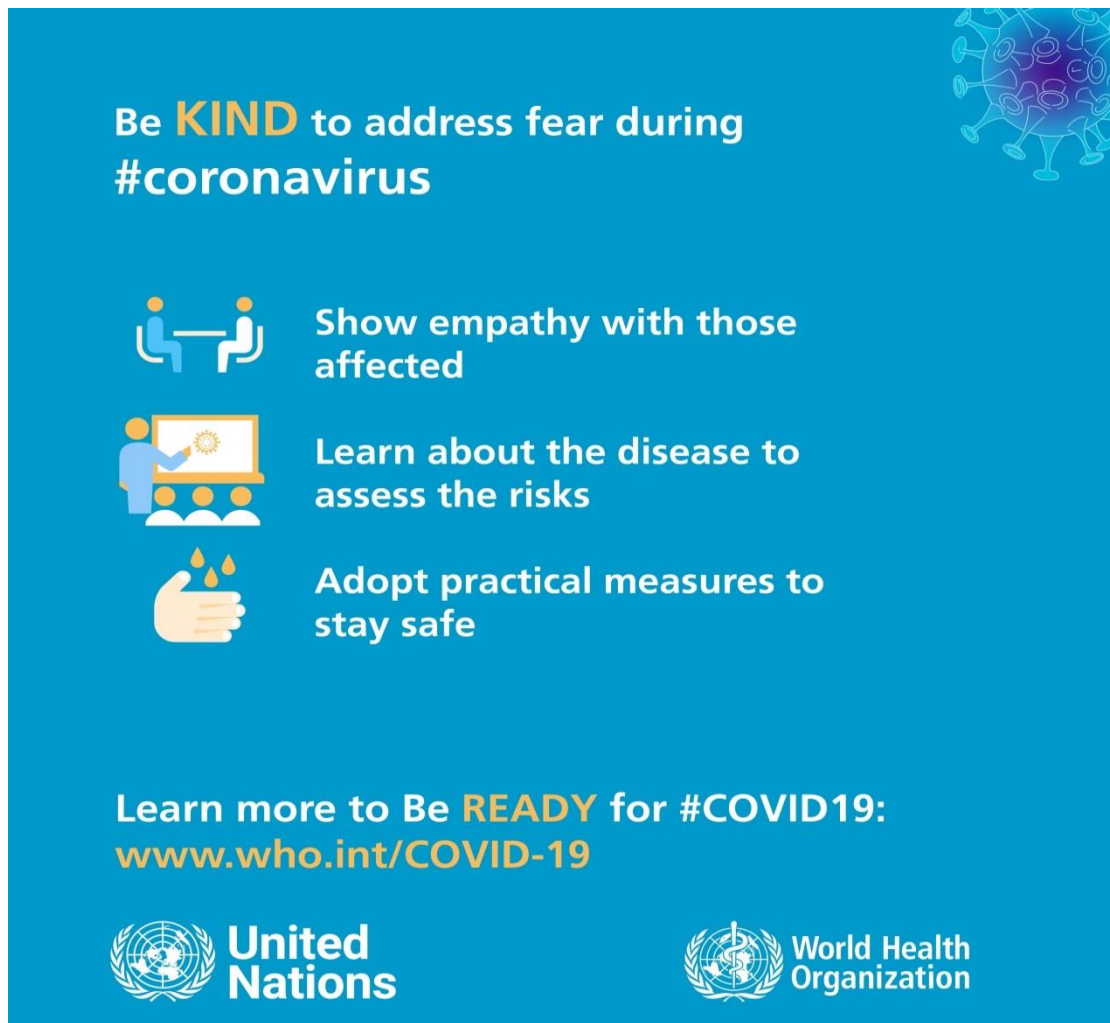


Figure 4. Be KIND to address fear during #coronavirus (<https://www.un.org/>)

Keeping with the prior theme, figure 3 has a poster with the title " Be KIND to address fear during #coronavirus".

### Semiopragmatic Analysis

However, the substance in this poster is more than one, which contains two men in first line, three man and maybe woman with them who sit down and man stands up, and lastly the poster involves hands washes with water. Meanwhile, the main theme of the poster concentrates on the fear from the virus and similar to the previous poster in which being kind. Who can people face it, by being kind throughout the outbreak. The man, lady, and hands in this image represent its iconic meaning.

The indexical meaning is indicated by the position of the chairs, the table which draws as a white line in the beginning of the poster. Then, it has a board which draws a yellow virus on it, to learn people about coronavirus and its danger. Also, it has a yellow water, a yellow which is considered as primary, brightest and warm color. It's associated with hope, happiness and sunshine. The meaning of color has a different connotation in some countries. It is also associated with danger, though not as strongly as red. Another meaning to this color is a deceit, so, here according to this poster, people can fight this virus by adopting practical and precise measures to stay healthy and safe.

The text also contained symbols that represented the WHO's appeal to actively exercise and maintain good health at home and outside during the pandemic. Also, the World Health Organization's words and emblem serve as markers of the official organization that is concerned with teaching the global audience about health, particularly in relation to the Covid-19 pandemic. The United Nations logo is positioned in the lower-left corner to demonstrate the institution's power. The text is composed of the following sentence constructions: "Be KIND to address fear during #coronavirus", "Show empathy with those affected", "Learn about the disease to assess the risks", "Adopt practical measures to stay safe".

### **The pragmatic analysis**

The sentence "Be KIND to address fear during #coronavirus" is a form of direct speech act because it is an imperative type with a directive illocutionary power, while the sentence "show empathy with those affected" is a direct speech act that has a function of suggestion and it is an imperative type with a directive illocutionary power. Meanwhile, the sentence "Learn about the disease to assess the risks" is of imperative type with directive illocutionary power as a direct speech act, and "Adopt practical measures to stay safe" is a directive speech act that has a function of request with illocutionary power as a form of direct speech act.

When it comes to Grice's adages, The adhering to all the conversational maxims is kept to since the information given is explicitly expressed, informative, to the point, and true.

From the analysis of this poster in line with previous message "Be KIND", "show empathy", "learn about the disease" and in the final

stage, public are advised to follow certain steps. The best method to safeguard yourself against the new coronavirus is often wash your hands with soap and water or alcohol-based hand rub. As a result, this claim serves as an indirect speech act that advises people to use the best methods possible to stop the coronavirus from spreading.

Be **SMART** if you develop shortness of breath:

 Call your doctor

 Seek care immediately!

Learn more to Be **READY** for #COVID19:  
[www.who.int/COVID-19](http://www.who.int/COVID-19)

 United Nations

 World Health Organization

Figure 5. Be SMART if you develop shortness of breath (<https://www.un.org/>)

As the previous two posters, the sentence in the first line begins with verb to be and gives instructions to those who suffer from shortness of breath. The message is different to be followed, here, "shortness of breath" is a term used to describe difficulty of breathing, it's usually marked by feeling like you can't catch your breath. In this text, the words SMART and READY with capital letter and they are with different color from other words in this poster in yellow to highlight them from others.

## **Semiopragmatic Analysis**

An image that resembles a reference object in the shape of a human and an object icon in figure 4 illustrates the icon's symbolic significance. An image of a guy or woman wearing a white dress serves as the symbol sign. A white automobile with a yellow tire serves as another emblem. So, the icon meaning here is a doctor, an ambulance car and the shape of virus in the upper-right of the poster.

The indexical meaning in this poster represents by the blue background. Blue is favored by so many people, it is often viewed as non-threatening color that can seem conservative and traditional. It calls to mind feelings of calmness or serenity. It is often described as peaceful, secure, and orderly. Blue is often seen as a sign of stability and reliability. Another indexical meaning is by unequal positions of car.

In the meantime, the WHO's call to keep well, take care of ourselves, and visit the doctor if people feel short of breath was displayed in a series of letters in the text. Also, the World Health Organization's literature and emblem serve as markers of the official organization that is concerned with teaching the global community about health, particularly in light of the Covid-19 pandemic. The United Nations logo is positioned in the lower-left corner to demonstrate the institution's power.

The next Symbol is the WHO advisory text which displays in white, contrasting the blue background of the poster for easy reading. The systematic arrangement of the text starts from the title about tips to stay healthy during pandemic, such as "Be SMART if you develop shortness of breath", "Call your doctor", and " Seek care immediately".

## **The pragmatic analysis**

Firstly, the researcher will examine searl's classification on the text in this poster. The sentence "Be SMART if you develop shortness of breath" is a form of direct speech act and it is an imperative type with a directive illocutionary power. Also the sentence, "Call your doctor" is " " is of imperative type with directive illocutionary power as a direct speech act, while the sentence "Seek care immediately" is a direct speaking act since it takes the form of an imperative with the ability to direct speech.



Secondly, the pragmatic analysis involves to examine the cooperative principle which classified into four. In terms of Grice's maxims, the author is helpful in delivering the message needed because each maxim is followed. A writer is clear, relevant, and informative both qualitatively and numerically.

The infographic features a blue background with a stylized virus particle in the top right corner. The main title is "Be **KIND** to address stigma during #coronavirus". Below the title are three icons with corresponding text: 1. Three people icons with a speech bubble: "Share the latest facts & avoid hyperbole". 2. A heart icon above two hands: "Show solidarity with affected people". 3. A person icon with a speech bubble containing a virus: "Tell the stories of people who have experienced the virus". At the bottom, it says "Learn more to Be **READY** for #COVID19: [www.who.int/COVID-19](http://www.who.int/COVID-19)". Logos for the United Nations and World Health Organization are at the bottom.

Figure 6. Be KIND to address stigma during #coronavirus (<https://www.un.org/>)

In figure 6. Also it begins with same verb and adjective which is "Be KIND". The word is highlighted with yellow color .However, the word "stigma" which means negative attitudes or discrimination against someone based on a distinguished characteristic such as a mental illness, health condition, or disability. Social stigmas can also be related to other



characteristics including gender, sexuality, race, religion, and culture. Unfortunately, stigma surrounding mental health is still common. While stigma is not limited to mental conditions, attitudes towards psychiatric illnesses tend to be more negative than that toward medical conditions. (www.verywellmind.com)

In this poster, it has three instructions during corona virus that it can help us and others to this disease.

### **Semiopragmatic Analysis**

Figure 5 illustrates the iconic meaning with an image that resembles the reference object. The emblem features both people and things, such as three men who share the fact and avoid exaggeration. Then we have the image of heart and the hand which mean the unity with affected people. However, the iconic markings also find as a woman who tells stories about people. Also, the image of virus in the top of the poster.

The indexical meaning showed by the position of the shape of "facts" above the men in the first advice. In the meantime, the position of the white heart above the hand to show solidarity, to be helpful with those affected people. Also, it has the position of the "stories" at the right, above the head of the woman to indicate people experienced the COVID-19 and talks about their harm, damaging and how to keep others from this virus. The blue paint on the poster background scripts with harmony, faithfulness, sadness, distance, infinity, the imagination, cold, and occasionally with confidence the Covid-19 outbreak in light of the crucial message of the "Be KIND to address stigma during #coronavirus".

Meanwhile, the symbolic meaning is represented by the logo and writings of the World Health Organization (WHO) as the official UN agency that is concerned with the health sector, especially in dealing with Covid-19. The placement of the WHO logo in the lower-left location shows the authority of the institution that launched the "Be KIND to address stigma during #coronavirus" as an appeal to the world's citizens to maintain health by doing physical activities during the pandemic.

The WHO advisory text is the following icon, and it is presented in white for easy reading against the poster's blue background. The text is organized logically, beginning with the title about how to keep healthy throughout the epidemic, such as "Be KIND to address stigma during

#coronavirus", "share the latest facts& avoid hyperbole", ""show solidarity with affected people", "Tell the stories of affected people who have experienced the virus. Being aware of the Covid-19 breakout during the pandemic is something that needs to be brought to your notice, and that is what the yellow hue in the words #COVID19 and the recommendations highlight.

### **pragmatic Analysis**

The sentence "Be kind to address stigma during #coronavirus " is a type of direct speaking act that combines a directive illocutionary power with an imperative tenor. Even though the sentence "share the latest facts & avoid hyperbole" is a form of direct speech act because it is an imperative type with a directive illocutionary power. "show solidarity with affected people" is an imperative type with directive illocutionary power as a direct speech act. "Tell the stories of affected people who have experienced the virus " is a direct speaking act of the declarative kind with directive illocutionary power.

In the extract above, the maxim of quality which is related to the truthfulness of speech is violated because there is not latest facts and there are new facts always. This violation creates an essential contrast between what is said and what is present reality that creates the hyperbolic effect. Since the writer's contribution at this point is obvious, pertinent, and informative, other conversational rules are complied with cooperatively.



Figure 7. Be READY to fight #COVID 19 ( <https://www.un.org/>)

A poster is a “public” piece of paper conveying information through text and/or graphic images. Its main target is to fight COVID-19. In this poster, we have five sentences which begin with the same verb "Be". However, the first word with white color while the second word with yellow color. Also, in line with previous posters are the background with blue color.

### **The semiopragmatic Analysis**

There are no several iconic significances in this poster because we do not have a reference of object and people. Only it has the image of virus which is in the top right of the poster with blue color. So, here, the iconic meaning is shown by the location and the shape of virus.

The indexical meaning is indicated by the location of the virus on the top to shed the light on it. However, it is dangerous and causes many symptoms. It should have a lot of knowledge or information about this virus to inform others. Also, people should be ready, intelligent or able to think quickly without injury or damage from corona virus. So indexical meaning is invisible. The poster's background is marked with a blue tint. with confidence, intelligence, depression, sadness and depth that this color gives the poster an atmosphere of coldness and detachment.

The World Health Organization (WHO), the official UN agency that is involved with the health sector, particularly in dealing with Covid-19, represents the symbolic meaning through its texts and logo. The WHO emblem is positioned in the lower-left corner, demonstrating the legitimacy of the organization that threw the "Be READY to fight #COVID 19".

The WHO advisory text is the following icon, and it is presented in white for easy reading against the poster's blue background. The systematic layout of the content starts from the title about ways to keep healthy during the pandemic, such as "Be informed", " Be prepared", "Be clever", "Be smart" and " Be ready to battle #COVID19". The yellow color in the wording "#COVID19" and the recommendations draws attention to a crucial point: it is important to be aware of the Covid-19 breakout during the pandemic.

The white hue was chosen to stand out against the blue background and clearly highlight the text, making it simpler to read and understand the content.

### **Pragmatic Analysis**

pragmatically, the text "Be informed" is a type of direct speech act since it has a directed illocutionary power and is an imperative type, whereas the sentence "Be prepared" is a direct speaking act because it takes the form of an imperative and has the authority to direct speech. The phrases "Be smart" and "Be safe," which are both of the imperative type with directive illocutionary power and are thus classified as direct speech acts, are both of an imperative type. Lastly, the sentence " Prepare to fight The poster caption "#COVID# 19" is written as an imperative with the ability to provide a direction, classifying it as a direct speaking act. All the

sentences in this poster begins with the same verb, then it has the adjective so, they are considered as direct speech with directive illocutionary power.

Next, Grice's maxims are concerned, the sentences lack the quantity maxims because they are too short. However, it does not give full information. The adhering to other conversational maxims is kept, since the information given is explicitly relevant, clear, true, concise and straightforward.

Be **SAFE** from #coronavirus

if you are 60+ or if you have an underlying condition like:

-  **Cardiovascular disease**
-  **Respiratory condition**
-  **Diabetes**

by avoiding crowded areas or places where you might interact with people who are sick.

Learn more to Be **READY** for #COVID19:  
[www.who.int/COVID-19](http://www.who.int/COVID-19)

 **United Nations**  **World Health Organization**

Figure 8. Be SAFE from #coronavirus (<https://www.un.org/>)

It is Social media posters so in this figure, it has new terms such as cardiovascular, respiratory condition and diabetes. All these terms are kind of disease. The first type, cardiovascular disease is a group of

diseases affecting your heart and blood vessels. These diseases can affect one or more parts of your heart and/or blood vessels.( clevelandclinic.org)

Another term is respiratory condition. It is a type of disease that affects the lungs and other parts of the respiratory system. Respiratory diseases may be caused by infection, by smoking tobacco, or by breathing in secondhand tobacco smoke, radon, asbestos, or other forms of air pollution. Respiratory diseases include asthma, chronic obstructive pulmonary disease (COPD), pulmonary fibrosis, pneumonia, and lung cancer. Also called lung disorder and pulmonary disease. (<https://www.cancer.gov>)

Diabetes is a chronic (long-lasting) health condition that affects how your body turns food into energy. Your body breaks down most of the food you eat into sugar (glucose) and releases it into your bloodstream. When your blood sugar goes up, it signals your pancreas to release insulin. Insulin acts like a key to let the blood sugar into your body's cells for use as energy. (<https://www.cdc.gov>)

To make the writing simpler to read, however, it has a blue background with white writing, and some words are highlighted in yellow. Corona virus is discussed in four sentences on this poster.

### **Semiopragmatic Analysis**

The iconic meaning of this poster is showed by the copy of blue heart. An icon has a near physical similarity to what it signifies, so the shape of the heart is not the exact as the real or physical one but when they see it, they know it. Also, we have a zigzag white line inside a heart which indicates the heartbeat, it is muscular organ in most animals. Another iconic sense which is the yellow lungs. It is the primary organs of the respiratory system in humans and most other animals. The last iconic meaning is the yellow hand and a red blood drop which refer to those who suffer from the diabetes.

The indexical meaning is indicated by the yellow heart in first sentence which refers to someone who suffers from heart disease. It refers to sick people who have heart failure or a hole in heart and so on. Also, the position of the white line in the center of the heart which refers to unnatural thing happened with this person perhaps of corona virus.

Another indexical meaning is the yellow lungs and the position of white lines inside them which suffer from respiratory condition. The last indexical meaning in this poster refers to a person suffers from diabetes. However, the meaning in this poster refers to a person suffers from diabetes. Meanwhile, if a people have one or more of this disease then they should be more careful from healthy one.

In the meantime, symbols in a string of letters in the text indicated WHO's recommendation to stay away from crowded situations or locations if you have the symptoms listed above. The sentences in the text are structured as follows: "Be SAFE from #coronavirus", "cardiovascular disease", and "diabetes". meaning in this poster refers to a person suffers from diabetes. Meanwhile, if a people have one or more of this disease then they should be more careful from healthy one

### **Pragmatic Analysis**

pragmatically, the text "Be SAFE from #coronavirus" is a poster title that has the directive illocutionary power of an imperative, classifying it as a direct speech act. Another sentence is "If you are 60+ or if you have or if you underlying condition like: cardiovascular disease, cardiovascular disease, and diabetes" by avoiding crowded situations or locations where you might come into contact with sick people, is directive speech act that has the function of getting the listener to do something, here it has a kind of a suggestion, with directive illocutionary power.

Lastly, the pragmatic analysis involves to examine the cooperative principle which is classified into four. About Grice's maxims, the author is helpful in delivering the message needed as all maxims that are observed. A writer is explicit, relevant, and instructive both qualitatively and numerically.





Figure 9. SAFE WORKPLACE (www.moh.gov.sg)

It will address a different topic in this picture, namely how to be safe at work. Be careful when working during COVID-19. Numerous indicators on the poster fall within the categories of icons, indices, and symbols. The three different forms of signs are combined to create information that helps the general audience comprehend the poster's content. # Maintain workplace safety.

### Semiopragmatic Analysis

Figure 8. illustrates the iconic meaning with a representation of the reference item. The icon features both individuals and things, such as a man seats and works online from his home, another man puts a mask on his face when he works in an office, the man next to him holds box and wears a white mask. Another icon indicator has an image of an hourglass in the backdrop, which indicates the advised amount of physical activity while working. Another iconic meaning is a man and woman seat at least one meter a part to keep a distance between them, the last iconic meaning



is a woman who cleans and sterilize the surface before and after use recommended amount of time spent exercising at home.

According to the indexical meaning is indicated by tools used to facilitate the work, such as the presence of laptop which is a small computer that mark online work , to do what you want from your home. However, this encircling COVID-19. Then, it has another index which is the mask, you must wear it when you are in the office. The hourglass that designates the time limit for physical exercise illustrates the indexical meaning. It is an essential practice through COVID-19 pandemic.

In the text, symbols were discovered in a string of letters that read "gov. sg," which is short for the official website of the Singapore Government. It urges people to maintain their health at home and at work throughout the pandemic. For ease of reading, it is graphically rendered in red against the poster's white background. The other sentences on the poster are written in black text against blue backgrounds. The narrative is organized systematically and begins with a topic that urges readers to engage in physical activity both at home and at work during the pandemic, such as "Work from home where possible", "When in the office, keep your mask on", "Stagger work and break hours at the office", "sit at least one metre apart", Disinfect shared surface before and after use", and " Use Trace Together App or Token" which is in red color and the background with yellow. Also, it has minimum visual with verbal signs which talk about someone sick.

The text is clearly visible and stands out against the blue background, it is simpler to read and understand the writing. Starting with the theme "SAFE WORKPLACES," which is printed in capital letters to emphasize the message of the appeal to maintain health by following the recommendations in the poster, the content is organized systematically

### **Pragmatic Analysis**

pragmatically, the text "Work from home where possible" is a direct speaking act; it has the directed illocutionary power of an imperative. The author advises readers to continue working from home. While the sentence "When in the office, keep your mask on" is an indirect speech act; it takes the form of a statement and has the ability to guide speech. For the moment, the sentences "Stagger work and break hours at the

office" , "Sit at least one metre apart" is a type of direct speech act since it has a directed illocutionary power and is an imperative type. "Disinfect shared surface before and after use" is a form of direct speech act with a declarative illocutionary power, it is an advice one.

Obviously, in the first item of poster, there is a conversation between two people which is online. From the context, it is clear that to be aware as possible and work from your home. So, it is clear, short, relevant and unambiguous. The second one is to advise us to keep the mask on when they are outside. The third sentence is to work quickly, to move with difficulty as if you are going to fall. The fourth sentences is to keep a distance and lastly to purify the shared surface. So, all these sentences are not violating the Grice maxims.



**Do not spread rumours**  
 Get the latest on COVID-19 by signing up for the Gov.sg WhatsApp channel ([www.gov.sg/whatsapp](https://www.gov.sg/whatsapp)).  
 The service is available in English, Chinese, Malay and Tamil.

Updated: 25 August 2020



Figure 10. SAFE VISITING (www.moh.gov.sg)

The theme of this poster is how to keep yourself and others when you visit them. It has visual and verbal signs with blue background, the writing with black color, but the main theme of this poster is with dark blue and writing with capital to highlight it. However, people can contact with each other by online if possible without going out, also, they visit those who are close to our house or relative, persons can receive few people not multiple and lastly the writer advice you that if you have some

symptoms of flue that you do not go or host others. All these are important for your health, to protect your life and other from corona.

### **Semiopragmatic Analysis**

The iconic meaning in this poster is the people and objects, such as a man with yellow shirt meets his friends or relatives via his personal computer, then another man wears a white mask with blue t-shirt visits just close contact people, take extra care to follow the advice on defending others from COVID-19. In line with the same theme of this poster, you should not meet many people at the same time, you should self-isolate even if you do not have symptoms. The last iconic meaning in this figure is that if you are sick or have the symptoms of COVID-19 then you should not attend or visit others. However, watch out for symptoms of COVID-19, it can take up to 14 days after you infects for indications to show.

Indexical meaning is signified by the tools used to facilitate the visiting and to be safe from the pandemic, such as the presence of the personal computer and the phones these tools used to facilitate the visiting during the time of corona virus. Also, another indexical meaning is found in the minimum figures around each item which resembles what behind each texts and posters, it should obey this advice to be safe. Meanwhile, the presence of mask in more than one color, these gives more importance or to be prominent. Sometimes, the men choose the white color but woman wears another color. However, it holds the same function which is to protect our self from infection. Also, the difference in how men and women hold their hands, which suggests muscular movement. The blue color on the poster background calls to mind feelings of calmness or serenity. It is often described as peaceful, tranquil, secure, and orderly during Covid-19 outbreak in light of the crucial message of the #SAFE VISITING. Blue is often seen as a sign of stability and reliability. Businesses that want to project an image of security often utilize blue in their advertising and marketing efforts.

The next symbol is the warning text, which is written in black and set against the poster's blue background for easier readability. The text is organized logically and begins with the title regarding visiting safety guidelines, such as "Meet online where possible", "visit only regular close contact", "Don't host or attend multiple gatherings within a day", " Don't

host or visit others if you are sick". All of these highlight the need to be informed about the Covid-19 epidemic and advised against traveling during the pandemic.

### **Pragmatic Analysis**

The speech data from the poster was investigated using pragmatic analysis. The text "SAFE VISITING" is a poster title. The sentences, namely "Meet online where possible" is essential with the ability to give directive illocutionary commands, classifying it as a direct speaking act and a sort of advice. The following sentence "Visit only regular close contacts" are also imperative with directive illocutionary power so that they categorize as a direct speech act, it is a kind of recommended. Meanwhile, the sentence "Don't host or attend multiple gatherings within a day" is a direct illocutionary power with negative imperative, it is a type of advice. While the sentence "Don't visit or host others if you're sick" is of negative imperative type, conditional, It is a sort of indirect communication that is advised because it has directional illocutionary force.

The pragmatic elements of conversational maxims are included within this aspect. As for conversational maxims, the writer cooperates successfully by being informative enough, truthful, direct, and explicit. So, the intend message expressed clearly which how to be safe visiting during corona virus.



**Do not spread rumours**  
Get the latest on COVID-19 by signing up for the Gov.sg WhatsApp channel ([www.go.gov.sg/whatsapp](http://www.go.gov.sg/whatsapp)). The service is available in English, Chinese, Malay and Tamil.

Updated: 25 August 2020



Figure 11. SAFE OUTDOORS (www.moh.gov.sg)

How to be safe during the epidemic is in keeping with the same idea as the preceding poster. Both adults and kids like spending time outside around here. However, in light of the ongoing COVID-19 pandemic, parents must decide how to let their children play outside while still ensuring their family's health. Wherever you come into close touch with an infected person, COVID-19 can spread. It's important to keep in mind that the virus primarily spreads through respiratory droplets that are emitted from infected persons when cough, sneeze, talk, or sing. These droplets then go into the mouths, noses, or eyes of individuals who are close. Also feasible is short-range airborne (or aerosol) transmission, particularly in crowded, poorly ventilated indoor settings. Additionally,



after touching surfaces that are contaminated with the virus, people can contract the disease by touching their mouth, nose, or eyes.

### **Semiopragmatic Analysis**

The illustration of a woman wearing a blue shirt on this poster demonstrates its iconic meaning, with white-blue hat and white mask wants to practice a sport outside and she searches in her phone about place with few people, a man in black shirt, green mask and a woman with black hair, both of them doing exercise. Then, it has a group of three people up to five not more than these number in the same place, all of them wears a different color of mask. However, it has man and woman the distance between them is two meter, so they keep two meter apart to social distance between them in the time of corona virus. Lastly, in this poster a woman with black hair, white shirt, and red mask. She is outside we know that from green tree, so the important advice here is to sanitize the hands before and after using shared surface while doing sport and physical activity.

The items utilized as sports facilities, such as the bicycle in the first image of the poster and the usage of the phone to look up a park with few people, are examples of the indexical meaning here. The purpose of the phone is to use the mini map to find the best location for outdoor activities. Also, wearing mask outside is one of important step you do in this time, when you are outside, fresh air is constantly moving, the virus spreads through respiratory droplets released into the air when talking, coughing, speaking, breathing or sneezing. So, COVID-19 virus can spread when person exposed to small droplets that stay in the air for minutes to hours. Another indexical meaning behind the mini image with red color to highlight it with meaning of prohibition. If you comes into close contact with people who do not live with you increase you risk of being exposed to someone infected with the virus that causes COVID-19. In general, any activity that allows to keep a social distance of at least six feet (2 meters) from others is lower risk of you have not had a COVID-19 vaccine. The last indexical meaning is the mini figure in the lift had of a woman to disinfect the hand before and after used the shared surface, use sanitizer, to keep the hands clean, to kill germs and the virus.

So, a variety of visuals serve to convey the indexical meaning, including the bicycle and the unequal hand positions of men and women, which denote activities involving long distance travel. The athletic treadmill that is used for walking or running. The poster features multiple colors, the blue background symbolizes mental and physical calm, recovery from despair and anxiety in the face of the Covid-19 pandemic. Under the crucial message of the poster, #SAFE OUTDOORS.

In the meantime, the text's symbols in a string of letters displaying the sg demand for vigorous outdoor exercise and healthy living throughout the epidemic. The text is composed of the following sentence constructions. "Avoid crowded parks", "Wear mask unless doing strenuous exercise", "Up to 5 people in the same a group and no mixing between groups", "Keep 2 meters apart for intense activities", and "sanitize hands before and after touching common surface"

It is easier to read and understand the writing because the lettering is distinct from the blue background and is easy to see. The text is organized systematically, beginning with the theme "SAFE OUTDOORS," which is printed in capital letters to emphasize the urge to maintain health by engaging in physical activity outdoors. This maintains cardiac health as well as the pliability and strength of muscles.

### **The Pragmatic Analysis**

Next, pragmatically, the text "AVOID a crowded parks" is an example of a direct speech act because it is both a suggested sentence and an imperative with the capacity to direct. The other sentence "Wear mask unless doing strenuous exercise" is of imperative type with directive illocutionary power as a direct speech act, the advisories is advise one. While the sentence "UP to 5 people in the same group and no mixing between groups" is an indirect speech act since it takes the declarative form and has the illocutionary power to direct. Meanwhile, the sentence "Keep 2 meters apart for intense activities" is a direct speech act with a directive illocutionary power and it is an advise one. The last sentence "Sanitize hands before and after touching common surface" is a direct speech act with the ability to instruct and a directed illocutionary power.

Regarding conversational rules, the present contribution adheres to them in terms of amount, quality, relevance, and method when providing the



necessary message.



Figure 12. SAFE COMMUTING (www.moh.gov.sg)

The main theme of this poster is how to reduce COVID-19 risk during the commute. Commuting means to travel regularly a distance between work and home. So, to reduce coronavirus risk, avoid close contact with others on your commute if it possible, and that depends on what sort of transportation you are taking. However, the background of the poster with blue color is a visual and verbal signs.

## **Semiopragmatic Analysis**

There is more than one iconic meaning in this poster. The first one is shown by the image of a man and woman wear a different color of a mask, they seat in a dark blue with a black color in the front of the car. The second iconic meaning also, a man and woman wear a mask but they stand in a bus and they touch the same surface. The third iconic meaning is shown with one man wears a black mask, hold a black mobile and wears a white shirt with black trouser. In this figure, the writer advices to travel not during the busy period but when there is a lower demand. Another one is a man with a white shirt talks to a phone and a woman with black hair, purple dress and mask, they avoid talking on phone or with others while travelling during the pandemic.

The indexical meaning is indicated by using a disposable or reusable face mask when in public to slow the spread of COVID-19. The other one is the minimum figure of using hand sanitizer while travelling and wash hand again at destination for a minimum of 20 seconds. A speech balloon that limits the period of physical activity clarifies the indexical meaning, which is indicated by an hourglass that denotes the time restriction for physical activity, not at the most popular and expensive time when many people are doing a business. However, using phone while there is another person beside me or even talking with him, these things are avoided during COVID-19 because the fear of spreading the droplets from mouth or nose while sneezing or talking. Maybe these droplets hold the virus and infect others. Additionally, the color blue, which serves as the poster's background color, is thought to have healing properties. It is also thought to be calming and relaxing. It also helps treat depression and anxiety when dealing with the Covid-19 outbreak and conveys the important message of a "SAFE Community."

The symbolic meaning represented by the sign and writings of "Trace Together", join over 90% of people in Singapore in stopping the spread of COVID-19 through community –driven contact tracing. This is a Singapore government agency website, it helps to protect ourselves and our community from the risk of the virus. The WHO's advice to stay active and healthy at home during the pandemic was expressed by symbols found in a string of letters in the text. The sentences in the text are structured as follows: "SAFE COMMUTING," "keep masks on if

driver and passengers are from different households", "sanitize hands before and after touching common surface", "Travel off-peak where possible", "AVOID talking to prevent spread of droplets"

### **The pragmatic Analysis**

pragmatically, the text "keep masks on if driver and passengers are from different household" is an advising sentence that is of the imperative kind and has the ability to guide speech. The next "sanitize hands before and after touching common surface" is also an imperative type, directive, illocutionary power, direct speech act and the type of advisories is an advice one. The other text "Travel off-peak where possible" is a suggested type, an imperative type with a directive illocutionary power, and a form of direct speech act. The last sentence in this poster is "AVOID talking to prevent spread of droplets". It classified as imperative because it begins with verb without a subject, a form of direct speech act , directive, illocutionary power, and it is an advice sentence.

The concept of conversational maxims observed in this poster. The last sentence lacks the quantity maxim because it is less than the conversation required, it needs more information to be clear. However, prevent talking through phone or face to face , when anyone wears mask, it prevent the spread of droplets. The audience preference is also via observing the other conversational maxims as the information given is true, relevance and easy to understand.



Figure 13. SAFE SHOPPING (www.moh.gov.sg)

The guidelines in this poster is how to protect yourself and other from COVID-19. Before shopping, try to reduce the frequency of your shopping trips, because you will put yourself at a greater risk than if you were to stay at home. However, during shopping avoid full places, maintain a safe social distance, sanitize your hands on leaving shop, make contactless payment if possible. Then, after shopping, wash your hands immediately when you return home, disinfected area to sort out shopping, prior to stocking your fridge and cupboards, coronavirus can survive on hard surfaces, so wipe the outside of all canned or hard surface with a warm soapy water and sanitize.

## Semiopragmatic Analysis

In the icon, the relationship between the representamen and the object manifests in similarity in several qualities .(Peirce, 2008:31-35) The iconic meaning in figure 12 is shown by an appearance of a woman wears a white mask, she goes shopping and avoids full places. The next iconic meaning in the next figure resembled by two men, they keep at least two meters between each other, he hides iconic meaning in his pose two women, they used Contactless payment to buy and sell between each other. While, the fourth one is a woman with black hair, wearing purple mixed with black color mask, and white with green dress. She advices to clean hands with sanitizer when touching public surface. The last iconic meaning according to people, a man wears black mask and hair, green t-shirt inside it, a white shirt and black trousers. However, he is outside to buy the essentials things for his elders and to prevent other family to go shopping during the pandemic. Still, in the iconic meaning according to objects, we have the card to buy things from shops, the shopping bag to put the shopping things inside it. The phone to call family what they needs from the supermarket, the stairs to go up and down.

The indexical meaning sent by a number of visuals, such as the difference in how men and women use their hands to imply physical action. Another indexical meaning is showed by a red color on the place full with people, as a sign of prohibited, the index meaning to avoid crowded in time of corona virus. The other indexical meaning is the space from all other shoppers and staff to maintain a safe social distance. Moreover, steps that signify movement up and down them serve as a shared space indicator. Lastly, the minimum image is to sanitize your hands when you enter the store with your own sanitizer if available or that provided by store and avoid contact with surfaces as much as possible. The poster's backdrop color, blue, symbolizes calmness, harmony, maturity, trust, honesty, high standards, loyalty, and capability in the face of the Covid-19 outbreak, all while promoting the crucial message of "SAFE SHOPPING."

The World Health Organization (WHO), the official UN body that is responsible with the health sector, represents symbolic importance in Singapore and other nations, particularly in relation to Covid-19, through its literature and logo. A succession of letters in the text also contained symbols that represented the WHO's call for active exercise and healthy

buying during the pandemic. The sentences in the text are organized as follows: "SAFE SHOPPING ", "Avoid crowded spaces", " Keep at least 1 meter apart", "Use contactless payment where possible", "Sanitize hands before and after touching common surfaces", "Help buy essentials for seniors".

The white hue was chosen to stand out against the green background and clearly make the text visible, making it simpler to read and understand the wording. The theme "SAFE SHOPPING," which is put in capital letters to emphasize the message of the urge to maintain health when doing shopping during the Covid-19 outbreak, serves as the text's introduction.

### **The pragmatic Analysis**

Using Searle (2005) Speech Acts paradigm and Yule's direct and indirect speech acts, pragmatic analysis was utilized to verbal data. The text "Avoid crowded spaces" is imperative with directive illocutionary power so that it is categorized as a direct speech act and recommended type. Another sentence "Keep at least 1meter apart" is a form of direct speech act because it is an imperative type with a directive illocutionary power and the advisories are of advice type. Meanwhile the sentence "Use contactless payment where possible" is a declarative type with directive illocutionary power as a form of direct speech act and its type is an advice one. While "Sanitize hands before and after touching common surface" because it is an advice phrase and an imperative type with a directive illocutionary power, " is a type of direct speaking act.. The last sentence in this poster is "Help buy essentials for seniors" is of the urgent kind, has suggestive authority in its advice, and direct speech directed illocutionary force.

The second step of pragmatic analysis used to examine conversational maxims as it noticed in previous posters. In this regard, a writer is kept to all conversational maxims when conveying the required message. The sufficiency is truth, relevancy, and clarity of the information given that indicated the writer's adherence to Grice's rationale rules of communication.



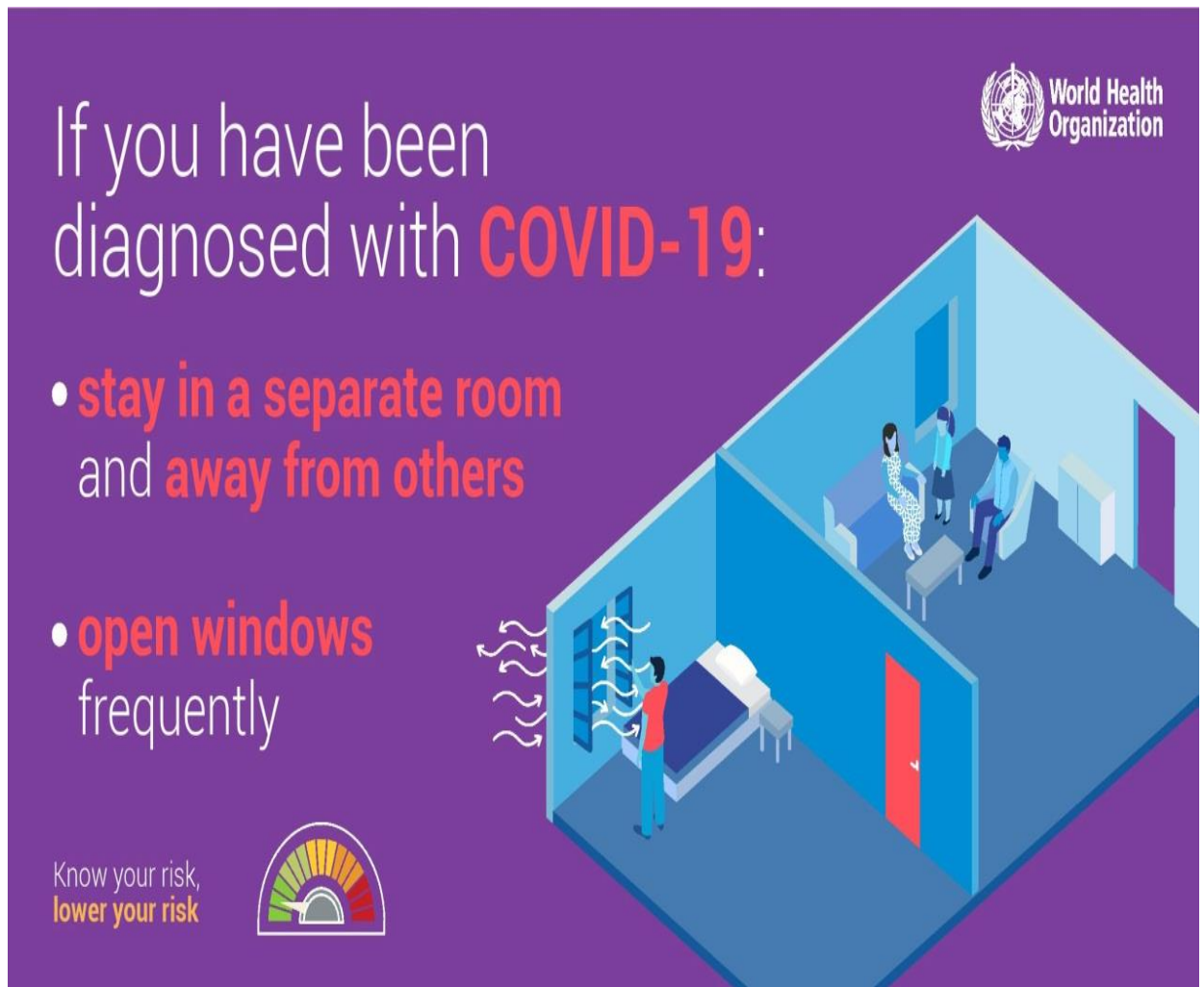


Figure 14. If you have been diagnosed with COVID-19 (<https://cdn.who.int/>)

In this figure, there are more than one verbal and visual signs provided by the poster above. Its background with purple color, it is mixture of the clam of color blue and energy of the color red. Also, it can refers to many things, but to sum it up according to what it has in this poster, it symbolize strength, transformation, and power in face COVID-19. Meanwhile, the blue color in the right side refers to inspiration, trust, and intelligence to fight this virus. However, the text mixed between red and white to highlight the words and make them clear for readers. So, it has some advices the writer gives to infected people. ([www.supercolor.com](http://www.supercolor.com))

## **Semiopragmatic Analysis**

The icon depicts both the items and the people in this poster. For instance, a woman, a guy, and a girl can be in a private area of the building but be absent from others. Another iconic meaning is a man in a separate room and he opens windows frequently. Also, the furniture in rooms resembles an icon figure such as chair, sofa, table, bed, doors, and windows.

Indexical meaning is represented by the tools used in time of corona virus according to what it has in this poster, such as the presence of the wall between two rooms, it refers to the quarantine that they put an infected person in a separate room to protect others from this illness. Also, the white lines which are going out from windows, refer to the important of air exchange to someone diagnosed with Covid -19. Purple, which serves as the background hue of the poster, also symbolizes healing, monarchy, majesty, and grandeur. It is also seen to have a spiritual or enigmatic nature, which is relevant to the Covid-19 epidemic and the critical message of the hashtag #Know your risk.

The World Health Organization's contents and logo, in the meantime, serve as a representation of the official UN institution that is dedicated to promoting global health, particularly in light of the Covid-19 outbreak. The symbol's placement in the upper right corner demonstrates the institution's authority. Also, the symbol in the lower-left corner is indicated if the virius risk is lower or not.

The WHO advisory text is the following symbol, which is legible because it is aesthetically shown in white against the poster's green background. This letter serves as the foundation for the WHO's plea to people all around the world to keep active and keep themselves healthy throughout the Covid-19 pandemic. The narrative is organized systematically and begins with a topic that urges readers to engage in physical activity throughout the pandemic, such as "If you have been diagnosed wih COVID-19: stay in a stay in a seperate room and away from others " and "open windows frequently". Some of words with red color and oher with white color.



## The pragmatic Analysis

The pragmatic analysis of verbal data uses the Speech Acts framework from Searle (2005) as well as Yule's direct speech act and indirect speech act (1996). The text "If you have been diagnosed with COVID-19" is a poster title in the form of a declarative with directed illocutionary power, classifying it as an indirect speech act, and is a type that is advised. Meanwhile, the sentence "stay in a separate room and away from others" is of the imperative type, has counsel type and directive illocutionary power as a direct speech act. The last sentence "open windows frequently" is likewise of the imperative type and has the ability to give guidance and direct speech.

As seen in this posters, the second step of pragmatic analysis is utilized to investigate conversational maxims. When communicating the desired message, a writer is held to all conversational maxims in this regard. The writer's adherence to Grice's logical standards of communication is demonstrated by the information's sufficiency, truth, and relevance, as well as its clarity.



Figure 15. Be a champion in the Fight against COVID-19 (<https://cdn.who.int/>)

The writer here resembles the time of a virus as a war and people should be the hero of this battle to fight against it. This pandemic is not just short period so they should take care of it and goes with the advice of world health organization to be safe. In this figure one of the advice is to stay at home and watch TV with our family. However, the background of a poster, half of it with white and the other is mixed of colors. As a previous poster, it has both visual and verbal signs.

### **Semiopragmatic Analysis**

Figure 14 illustrates the iconic meaning with an image that resembles the reference object. Such as two women, one of them wear a blue shirt with light green pants and the other wear a red shirt, both of them have a long black hair. Also, it has a child seats behind a woman on a dark blue sofa and she wears a purple dress. Another iconic meaning, two men in a yellow and the other wears red shirt and green trousers with black hair. In addition, all of them watch a game at home, they are happy and cheers without going out during corona virus.

The hands of the men and women are not held equally, indicating physical action, and the family is cheering on their favorite team, which is the indexical connotation. The presence of TVs as a sign that both men and women are watching a favorite game is another. Moreover, indexical meaning is expressed through household items like a sofa that are utilized to gather them in one location. The poster background color is thought to have healing properties, offer mental and physical relaxation, aid in the treatment of depression and anxiety in the face of the Covid-19 outbreak. Additionally, the color aspect indicated by green and white is bright and can create a sense of space or add highlights.

The World Health Organization's texts and logo, in the meantime, serve as a symbolic meaning of the official UN organization that is dedicated to enhancing global health, particularly in light of the Covid-19 pandemic. The institution's authorization to encourage residents to maintain their health by exercising at home during the pandemic is shown by the symbol's placement in the lower-left corner.

The white color contrasted with the green background clearly makes the text visible, making it simpler to read and understand the wording. The systematics of the text starts with the theme " Be a champion in the Fight against COVID-19". In the text, symbols were identified in a string of letters that represented the WHO's recommendations for how long to engage in physical exercise at home. The text is composed of the following sentence construction " Be a champion in the Fight against COVID-19", " COVID-19 is not taking a timeout", and "Neither should you".

### **The pragmatic Analysis**

Pragmatically, the text " Be a champion in the Fight against COVID-19" is a type of direct speech act since it has a directed illocutionary power and is an imperative type. While the sentence " COVID-19 is not taking a timeout" is a declarative speech act with a directive illocutionary power, making it indirect speech act. Meanwhile, the sentence "Neither should you" is a negative imperative type sentence having the ability to speak directly.

As seen in earlier posters, the second step of pragmatic analysis is utilized to investigate conversational maxims. In this way, when delivering the desired message, a writer is restrained to using conversational maxims. Truth and relevance are sufficient, however the information lacks clarity. There should be additional details in the brief sentence.



Figure 16. Reduce your risk of COVID-19 infection  
(<https://images.app.goo.gl/>)

So, the public service announcement above has three language cues. The visual cue indicates that turquoise or toska is the dominant hue in the advertisement's background. Since turquoise is a combination of the colors blue and green, it shares some of the same relaxing and cool characteristics. It conveys the idea that humans and medical technology may collaborate and flourish together. Therefore, preventing COVID-19 is not just the responsibility of health professionals, but also of everyone on earth. In order to defeat the COVID-19, it must cooperate. By staying at home, we can assist the healthy workers. Consequently, it can lessen the risk of COVID-19 infection.

## **Semiopragmatic Analysis**

The illustration of two men and two ladies conveys the iconic meaning of this poster. However, from what they wear, they know that they are a medical staff. Also, they hold stethoscope as an iconic meaning, and all of them wear a white masks to protect themselves and other patients from COVID-19. All of them work together to reduce the risk of corona virus.

Indexical meaning is represented by the tools used to facilitate the work of medical staff, such as the presence of stethoscope, it is an instrument for listening to heartbeat. Also, the nurse holds the notebook as an index of writing the important notes of patients. The color turquoise, which is a combination of the colors blue and green, also conveys the idea that people should take simple precautions to lessen their risk of contracting COVID-19 infection in order to deal with the current COVID-19 outbreak. This is in line with the theme of the campaign, "Reduce your risk of COVID-19 infection," which is emphasized in the poster's background color.

The World Health Organization's publications and emblem, particularly in relation to the Covid-19 pandemic, have a symbolic value. Also, the presence of logo as a symbolic meaning, the placement of the symbol in the top right of the poster. The symbol of social media such as Facebook, Instagram and tweeter in the lower of the poster.

The WHO's advisory text appears as the next symbol. The text is organized systematically and begins with a pandemic-era motif, such as "Reduce your risk of COVID-19 infection", "We stay at work you stay at home" in a white color.

## **Pragmatic analysis**

The text "Reduce your risk of COVID-19 infection", a poster headline that has the directive illocutionary power of an imperative, is classified as a direct speech act. The following sentences, namely "We stay at work you stay at home" is a declarative speech act with a directive illocutionary power, making it an indirect speech act.

Regarding conversational rules, the present contribution adheres to them in terms of amount, quality, relevance, and method when providing the necessary message.

**DETEGA LA PROPAGACIÓN  
DEL CORONAVIRUS:  
MANTENGA SEIS  
PIES DE DISTANCIA**

Todos los neoyorquinos deben usar una cobertura facial cuando estén fuera de su vivienda y no puedan mantener al menos 6 pies de distancia con otras personas.

Orden Ejecutiva N.º 202.17 del estado de Nueva York.



Envíe un mensaje de texto con la palabra **COVIDESP** al **692-692** para recibir actualizaciones en tiempo real o visite **[nyc.gov/coronavirus](https://nyc.gov/coronavirus)**.

Figure 17. DETEGA LA PROPAGACION DEL CORONAVIRUS (ors.od.nih.gov)

One of the important messages of this poster and in previous posters is the social distancing. The distance between one person and another is about six feet. However, the background of poster is between yellow in the top and bottom of poster and the other color is purple. This poster is from New York city but it's translated into more than one language to French language.

### **Semiopragmatic Analysis:**

the iconic meaning here, there are two persons in a white color, maybe men or women it is not important because they concentrate on the distance between them as the writer writes (6 pies De Distancia), so it means six feet distance. Also, both of them wear a different shape of mask to protect themselves from droplets that maybe hold the virus. However, it has the straight line between two persons, it considered as an iconic meaning to refer to a distance.

The indexical meaning of this poster is the position of two persons and they advise people to the right distance between them in time of COVID-19. Also, the two color purple and yellow as a background of a poster is an index. It also represented boldness and confidence. Yellow is a color of optimism, confidence, and assurance in face of COVID-19.

A succession of letters in the text also contained symbols that called for people to keep healthy outside during the pandemic. The sentences in the text are organized as follows: "DETEGA LA PROPAGACION DEL CORONAVIRUS" which means "STOP THE SPREAD OF CORONAVIRUS", "MANTENGA SEIS PIES DE DISTANCIA" is "MAINTAIN SIX FEET OF DISTANCE", "Todos los neoyorquinos deben usar una cobertura facial cuando esten fuera de su vivienda y no puedan mantener al menos 6 pies de distancia con otras personas" means "All new Yorkers must wear a face covering when outside their home if unable to maintain at least 6 feet of distance between themselves and others".

### **Pragmatic analysis**

Next, pragmatically, the text "DETEGA LA PROPAGACION DEL CORONAVIRUS" which means "STOP THE SPREAD OF CORONAVIRUS" is a form of direct speech act because it is an imperative type with a directive illocutionary power. Also the sentence "MANTENGA SEIS PIES DE DISTANCIA" is "MAINTAIN SIX FEET OF DISTANCE" is a direct speaking act of the imperative kind with directive illocutionary power". While the sentence "Todos los neoyorquinos deben usar una cobertura facial cuando esten fuera de su vivienda y no puedan mantener al menos 6 pies de distancia con otras personas" means "All new Yorkers must wear a face covering when



outside their home if unable to maintain at least 6 feet of distance between themselves and others" is a declarative speech act with a directive illocutionary power, making it an indirect speech act.

As can be seen in this poster, conversational maxims are investigated using the second stage of pragmatic analysis. A writer is held to all conversational maxims in this regard while conveying the desired message. The information's sufficiency, truth, and relevance, in addition to its clarity, show the writer's conformity to Grice's logical principles of communication.



Figure 18. Anyone can contract # coronavirus (www.who.int)

It is an Indonesian poster, the red shape type of the words “#coronavirus” and “#SolidarityNotStigma” is known as *Merah*, which has meaning as a symbol of aggressiveness, danger, brave, anger (Darmaprawira , 2002; Krisnawati, 2005). It indicates the meaning of coronavirus as an aggressive virus that can infect people rapidly, and it connotes to



important alert of danger to be avoided. Poster 17 also meant to fight the stigma and discrimination which needs highly attention by WHO to spread among the people. WHO expects the campaign of #SolidarityNotStigma could combat.

### **Semiopragmatic analysis**

The iconic meaning of this figure, it includes three people. One of them is an old person like their mother or their grandmother, she reads a books to their children. Also, the other iconic meaning is two children pay their attention to what the older says .The illustration of three people, in addition, signified by people of various genders and ages gathering closely reading a book, connotes a situation with a family member (parent and kids).

The indexical meaning here, it has the book. Perhaps, it has an instruction or an information about Corona virus and she wants to learn their kids as the main message of poster said that anyone can be infected by this virus.

Additionally, the World Health Organization's texts and logo serve as a sign of the official UN organization that is dedicated to enhancing global health, particularly in light of the Covid-19 epidemic. The symbol's settlement in the lower-right corner denotes the institution's legitimacy.

The next icon is the WHO advisory text, which is legibly displayed in black against the poster's white background. This makes it easier to read. The work is organized systematically and begins with a theme that makes an appeal to Everyone can get the coronavirus, such as "regardless of race, gender, age or other personal qualities", and "Solidarity Not Stigma fights the spread of #COVID19".

### **The pragmatic Analysis**

Pragmatic analysis was used to examine verbal data using the Speech Acts framework from Searle (2005) and the direct speech act and indirect speech act from Yule (1996). The text " Anyone can contract coronavirus regardless of race, gender, age or other personal qualities" is an indirect speech act and it is in the form of a declarative with a directive illocutionary power. Meanwhile, the sentence "Solidarity Not Stigma fights the spread of COVID19" is also an indirect speech act because it is in the form of a declarative with a directive illocutionary power.

As demonstrated in this poster, the second step of pragmatic analysis is used to explore conversational maxims. In order to deliver the desired message, a writer must adhere to all conversational rules. Along with being clear, the information's adequacy, truth, and relevance demonstrate the author's adherence to Grice's logical communication standards.

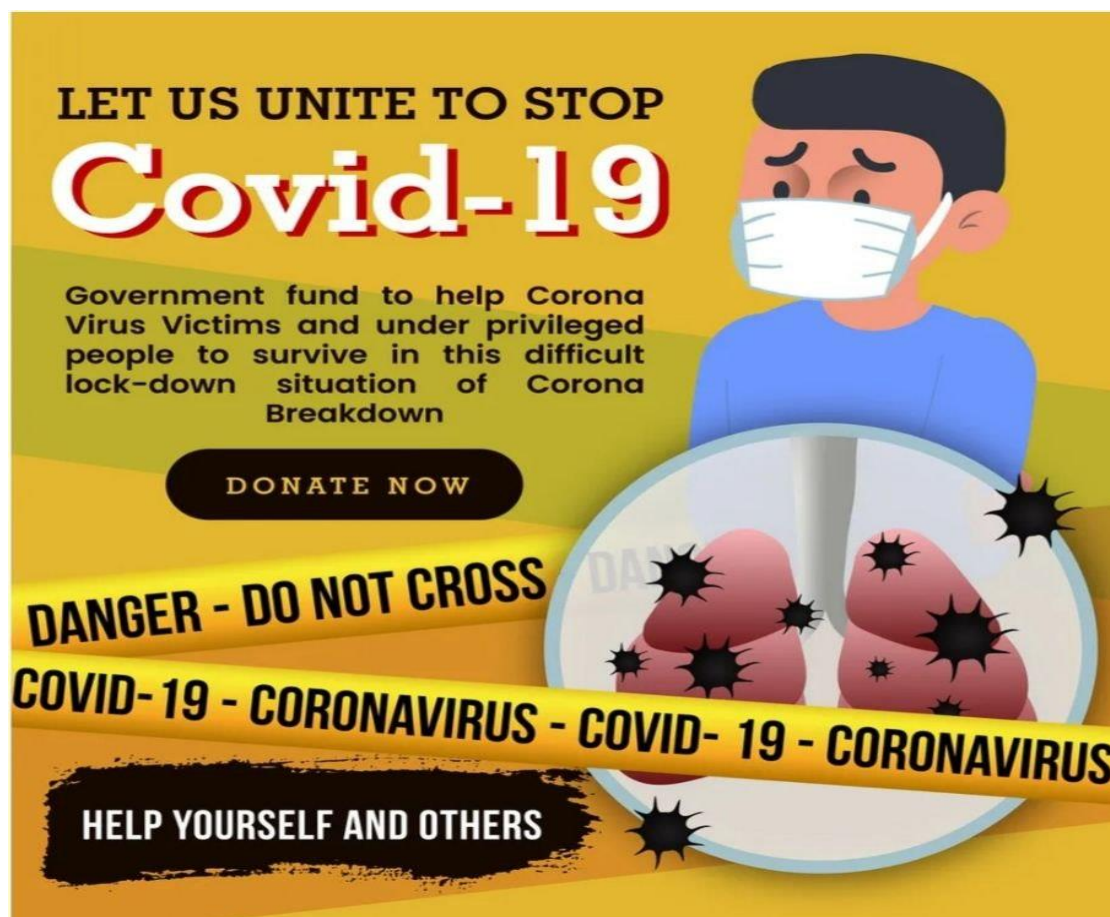


Figure 19. LET US UNITE TO STOP COVID-19 (vectorstock.com)

The writer gives some information that help people to stop the spread of COVID-19. So, we have more than one visual and verbal signs. However, the background of poster is a mixed between yellow and green while the text with black color and some sentences with white one. So the public service advertisement offers information to protect ourselves and others from COVID-19.

## **Semiopragmatic Analysis**

The iconic meaning: here it has one man wears a white mask with blue shirt. Also, it has another iconic meaning which is the shape of the lungs of the human being .

The indexical meaning in this figure is the facial expression of a man as a sad person because he infected with Corona virus. Also, the pink lungs with a virus with black color on it as an index that person is a victim of COVID-19. Meanwhile, the presence of a white mask as an index to protect others from this virus so it is not just to protect ourselves but others from it.

The World Health Organization's articles, on the other hand, show that the UN-recognized body is dedicated to advancing world health, particularly in light of the Covid-19 pandemic. The WHO warning is the following icon, and for easy reading, it is displayed graphically in black on the poster's yellow and green background. The work is organized logically and begins with a subject that urges readers to engage in physical activity while at home during the pandemic, such as " LET US UNITE TO STOP Covid-19", " Government fund to help Corona virus victims and under privileged people to survive in this difficult knock-down situation of Corona Breakdown", " DANGER- DO NOT CROSS".

Other symbols include phrases beginning with the hashtags # HELP YOURSELF AND OTHERS, which are frequently employed today to transform phrases into slogans in the social media sphere. Slogans are typically composed of few attractive, short words that capture the core of a catchy statement. In this case, the plea included a recommendation to keep healthy during the Covid-19 outbreak by exercising at home.

## **The pragmatic Analysis**

Analysis of spoken data was conducted using pragmatics. The text as " LET US UNITE TO STOP Covid-19" is a poster title that takes the form of an imperative and has the ability to direct speech, making it a direct speech act. Meanwhile, the sentence " Government fund to help Corona virus victims and under privileged people to survive in this difficult knock-down situation of Corona Breakdown" Because it takes forms a declarative with a directed illocutionary power, it qualifies as an indirect

speech act. The following sentence, namely " HELP YOURSELF AND OTHERS" is an imperative with directive illocutionary power so that they are categorized as a direct speech act.

Grice's maxims are expressions of rules of behavior; nonetheless, these rules are frequently disregarded when communicating. Grice did not believe that everyone would always abide by these rules. Instead, he thought it was fascinating when the maxims were disregarded, as in when they were broken or ignored. The most common maxims that get violated are the maxim of quality and the maxim of quantity. As it has in this poster which is violated the maxim of quantity when someone secretly holds information and another one wants to know, here they want to know what is the danger of Covid-19.

The exploration of conversational maxims is done using the second stage of pragmatic analysis, as seen in this poster. A writer needs to follow all etiquette conventions in order to convey the intended message. Along with being clear, the data's sufficiency, truth, and relevance show that the author adhered to Grice's maxims for logical communication.



Figure 20. COVID-19 PREVENTION ON PUBLIC TRANSPORT (equaleducation.org.za)

It is an African poster, instructions of it show how to prevent COVID-19 while using transport. It is noted that more than one color such as the dark green color as most of its background which refers to commonly associated with springtime, freshness, and hope. Green is often used to symbolize rebirth and renewal and immortality. Also it has white color which refers to purity and dark yellow refers to sunshine, yellow brings about positive feelings in prevention of COVID-19. The last color it has red which refers to war, blood and sacrifice. Meanwhile it has minimum figure and more than one sentences.

### **Semiopragmatic Analysis**

The presence of washing hands as an iconic meaning of a person wants to clean his or her hand. Another iconic meaning which is in circle three when there are people want to take a bus as a public transport. Then, we have beside it in circle four a man with curly hair and blue shirt as an iconic meaning for washing hands before touching your face, nose, or mouth. The last iconic meaning in this poster which is a woman with black hair and wears a yellow shirt, she should purify hands when she arrives to her destination.

The indexical meaning here is the water and hands to wash it for at least twenty nine seconds , this time can kill the virus if it is on hands or using the sanitizer to purify them when a person go out with public. Also, it has another hands which they should clean it after touching a public surface. Meanwhile, the shape of a bus as an indexical meaning for public transport and they should follow the instructions of world health organization to prevent COVID-19.

The main UN body for the health sector, notably in relation to Covid-19, the World Health Organization (WHO), embodies the symbolic connotation in its words and logo. The WHO emblem is positioned in the lower-left corner to demonstrate the legitimacy of the organization that started the # COVID-19 PREVENTION ON PUBLIC TRANSPORT effort to encourage people throughout the world to maintain their health by engaging in physical activity outside during the pandemic.

The text also contained symbols that represented the WHO's request for the public to vigorously exercise and maintain good health during the pandemic. The text is composed of the following sentence construction " COVID-19 PREVENTION ON PUBLIC TRANSPORT", "Wash your hands at these five key moments for public transport", "Before going on public transport", "after touching doors and money", "after making contact with other people", "Before touching your nose", "mouth and eyes", "When you arrive on your last destination".

### **The pragmatic Analysis**

Furthermore, pragmatically, the text " COVID-19 PREVENTION ON PUBLIC TRANSPORT " is an indirect speech act since it has directive illocutionary power and is of the declarative kind, whereas the sentence "Wash your hands at these five key moments for public transport" is a direct speaking act of the imperative kind with directive illocutionary power." t, while the sentences, "Before going on public transport", "after touching doors and money", "after making contact with other people", "Before touching your nose", "When you arrive on your last destination" are indirect speech acts because they take the declarative form and have the illocutionary power to direct.

As was demonstrated in preceding posters, conversational maxims are investigated using the second stage of pragmatic analysis. In this method, a writer is constrained to using common sayings while conveying the intended message. Although there are enough truth and importance, the information is unclear. The short sentence needs to include more information.





Figure 21. KEEP SCHOOL SAFE (emro.who.int)

In each place it has some instructions to protect it safe or at least to limit the spread of COVID-19. So from this poster the WHO wants to keep school safe. However, it gives 3 more than color but the Indigo and blue

are more from others colors such as the presence of yellow, red and writing with white color.

### **Semiopragmatic Analysis**

The iconic meaning in this poster such as two people, man and woman with brown and yellow clothes, another woman with black hair and yellow dress who put her elbow on his nose and mouth, a man wears a red suit and white mask, a girl wears a school dress who cleans the touched surface and objects, it has five people wear a red, black and white clothes, they are students and school staff.

The indexical meaning here is the presence of a home as a safe place if you are sick to keep others from this virus if you have it. Also, the horizontal line between two persons to keep social distance for at least one meter. However, the white mask as an indexical that can help slowing the spread of COVID-19. Another one is the table as touched surface for public and you should clean it frequently by using sanitizer.

In the meantime, the World Health Organization's texts and logo serve as a sign of the official UN organization that is committed with enhancing global health, particularly in light of the Covid-19 pandemic. The symbol's location in the lower-left corner denotes the legitimacy of the organization that started the # KEEP SCHOOL SAFE movements, which were an appeal to people all over the world to protect their health by keeping active at school throughout the pandemic.

The next icon is the WHO warning text, which is legibly displayed in white and contrasted with the poster's blue and indigo background for easy reading. The WHO is urging people all over the world to keep their health in check by participating in a variety of activities during the Covid-19 outbreak. The work is organized logically and begins with a theme that urges readers to participate actively in pandemic-related activities at school, such as "KEEP SCHOOL SAFE", "Limit the spread of COVID-19", "Stay home when you are sick", "Keep a distance of at least one metre from others", "cough or sneeze into flexed elbow or tissue and dispose of tissue immediately", "Wear a mask if mandated or when physical distancing is not possible", "Wash your hands often with soap and water or use an alcohol-based rub", "Greet people with a wave nod or hand on heart", "Clean frequently touched surfaces and objects", "Do not



staff stigmatize students and staff who may have been exposed to COVID-19".

### **The pragmatic Analysis**

In this analysis the text the sentences were examined or pragmatically according to our model. The first sentence in this poster is " KEEP SCHOOL SAFE" is the title of the poster, which is written in capital letters and is of an urgent type with the ability to direct speech. The second sentence "Limit the spread of COVID-19" is also as the first sentence. The other sentences "Stay home when you are sick", "Keep a distance of at least one meetr from others", "cough or sneeze into flexed elbow or tissue and dispose of tissue immediately", "Wear a mask if mandated or when physical distancing is not possible", "Wash your hands often with soap and water or use an alcohol-based rub", "Greet people with a wave nod or hand on heart", "Clean frequently touched surfaces and objects", are a type of direct speech act since they have a directed illocutionary power and an imperative type. The last sentence here "Do not staff stigmatize students and staff who may have been exposed to COVID-19" is a negative imperative type with the ability to direct speech and it is an advisory speech act.

The second step of pragmatic analysis is to examine the Grice cooperative principal . The sentences of the poster are clear, short and informative. When the readers see them, they can be understood without difficulty.

## Chapter Five

### Conclusions, Recommendations and Suggestions for Further Research Work

#### 5.1 Conclusions

Based on the prior qualitative analyzed examples, some conclusions are introduced as the following:

1-Readers can easily comprehend the appeal messages in the posters thanks to the use of graphic elements like icons, indexes, and symbols that connect the sign with the object it symbolizes. Direct and indirect speaking acts' verbal components enhance the posters' content, making it more pertinent.

2- Through this study, readers be able to comprehend and be informed about the best health precautions they should be taken at home and outside during the pandemic, in accordance with the recommendations of the WHO posters.

3- Covid-19 occurs in English posters through using several strategies. Semio-pragmatic strategy is the iconic, indexical and iconic meaning. Pragmatic strategies are speech acts, co-operative principle. Speech acts are various. According to the outcomes of the qualitative analysis, representative speech acts are not the most common type found in English posters . This rejects the first hypothesis of this study. In addition, the results of the qualitative analysis reveal that representative speech acts in English posters are unhelpful for convincing the readers about a certain idea or refute others. Furthermore, representative speech act and expressive speech act can aid the speaker or the writer to defend, to justify, or to express what s /he likes or dislikes.

4- The second pragmatic strategy is the violation of Grice's maxims. Except relevance, all the maxims have been violated. In addition, it reinforces the idea that the contrast between reality and the utterance is important for creating and identifying posters. Moreover, this result indicates that Covid-19 poster is one of the figurative forms that is built on the violation of the quality maxim as mentioned by Grice (1975). The

violation of Grice's maxims is helpful for understanding the implied meaning behind using COVID-19 posters.

5- Despite being crucial to achieving the goals of the pragma-linguistics strategy, the employment of conversational maxims in the COVID-19 posters of each sector is not the most efficient way to achieve these goals.

6- Most sentences in the poster are a form of indirect speech act, as an imperative type and this reinforces the third hypothesis that said "*Indirect speech act is the most common pragmatic type utilized in Covid-19 English posters*". The use of indirect speech act in Covid-19 posters adds power to the utterance which helps to attract the reader's attention.

7- There are several pragmatic functions used in Covid-19 posters but the prominent ones are the advising and warning instructions in order to be safe from this virus. This supports the fourth hypothesis of this study which states that " Covid-19 is used in posters for different pragmatic functions. However, warning, advising are the most frequent function".

8- All the semio-prgmatic devices are of the same important and use in Covid-19 posters. This rejects the fifth hypothesis which state "*Indexical is the most semio-pragmatic strategy employed to persuade the audience through COVID-19 utterances*". The three devices complete each other to give the intended meaning of the writer to the reader or a person when she or he sees them.

## **5.2 Recommendations**

The study presents some recommendations as the following:

1-Students should be aware of the pragmatic nature of COVID-19 which is used in communicative and interactive situations of our daily life. This can be done by means of engaging them in various COVID-19 contexts.

2- Textbook writers and teachers are motivated to enable their students to distinguish COVID-19 from other similar phenomena such as cold, cough and fever. This can be done by involving student in carefully designed communicative activities.

3- COVID-19 is highly context-dependent. Accordingly, the appropriate interpretation of any COVID-19 utterance requires a thorough knowledge of the contextual factors.

4-The fact that not all themes were considered is still a shortcoming of this research. As a result, the study's conclusions cannot be applied to a wider range of the WHO's Covid-19 campaign graphic topics.

5-Future studies are encouraged to focus on the persuasion strategies employed in WHO campaign posters against Covid-19 in order to comprehend the more straightforward and communicative messaging by taking into account the subject of health appeals in the epidemic era by WHO.

### **5.3 Suggestions for Further Studies**

To support the findings of this work, the following topics are suggested for further research:

1-A Pragmatic study of COVID-19 in International Advertisements .

2- A Multimodal Study of COVID-19 in Arabic and English Spoken Language.

3- A Semio- Pragmatic Study of COVID-19 in American posters.

4- A Contrastive study of COVID-19 between American and British news discourse.

5- A pragmatic study of COVID-19 in interpersonal communication.

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## المستخلص

توفر هذه الدراسة استكشافاً تداولياً لغوياً لـ COVID-19 في ملصقات إنجليزية مختارة. في هذه الدراسة ، يتم استكشاف COVID-19 في الملصقات الإنجليزية المختارة من منظور تداولي لغوي. ؛(ان الغرض من هذه الدراسة هو رفع مستوى الوعي العام بشأن أفضل إجراءات الرعاية الصحية التي يمكن استخدامها أثناء الجائحة). وبالتالي ، يتم فحص وتحليل عشرين ملصقاً تم اختيارهم عشوائياً من مواقع الويب المختلفة باستخدام نموذج انتقائي. وبالتالي ، فإن الدراسة الحالية تهدف الى:

1. تقديم أدوات لغوية تداولية لتحليل وتقييم الرسالة الحقيقية التي تنقلها الملصقات الإنجليزية ، وليس نية المتحدث.

2. اقتراح إطار أولي لدراسة Covid-19 من منظور تداولي لغوي .

3. تحديد ملصقات Covid-19 بشكل عملي من خلال إبراز جوانبها اللغوية التداولية الرئيسية .

4. التحقيق في الاستراتيجيات والأدوات والوظائف الأكثر شيوعاً لـ Covid-19 المستخدمة في الملصقات الإنجليزية .

5. تطوير نموذج لتحليل COVID-19 في الملصقات الإنجليزية.

6. تحديد الاستراتيجيات السيميائية- التداولية لإنشاء نص COVID-19 في الملصقات الإنجليزية.

فيما يتعلق بالأهداف المذكورة أعلاه ، تم وضع الفرضيات التالية:

1. أفعال الكلام التمثيلية هي الأكثر استخداماً في الملصقات الإنجليزية لـ Covid-19.

2. تم انتهاك مبدأ الجودة بشكل أساسي لإصدار تصريحات Covid-19 بالصور الإنجليزية.

3. فعل الكلام غير المباشر هو النوع التداولي الأكثر شيوعاً في ملصقات Covid-19 الإنجليزية .

4. يستخدم Covid-19 في ملصقات لوظائف تداولية مختلفة. ومع ذلك ، فإن التحذير والنصح هي الوظيفة الأكثر شيوعاً .

5. المؤشرات هي الاستراتيجية السيميائية-التداولية المستخدمة لإقناع الجمهور من خلال تصريحات COVID-19.

تحليل البيانات ادى الى النتائج الآتية، من خلال المؤشرات، والايقونة، الرموز، والعناصر المرئية التي تدعم المعنى الموضوعي للصور وايضا تسهل على القارئ دراستها. بينما، العناصر اللغوية تدرك من خلال الكلام المباشر لتسهيل فهم المعنى المقصود وكذلك الكلام الغير مباشر يعتبر كطريقه مهذبة لا يصال الرساله. المعنى الضمني لهذه الدراسة هو لتحليل التداولي-اللغوي، المعرفه العامه واخذ الحذر خلال الجائحة عن طريق الممارسة الصحية

الافضل، والتحقق من استخدام العناصر اللغوية في توصيل النصيحة الصحية خلال فترة كوفيد-19 الموجودة في الصور.

لتحقيق أهداف الدراسة واختبار فرضياتها ، تم اتباع الإجراءات التالية:

1. مراجعة الأدبيات حول التداولية اللغوية بشكل عام واستخدامها في ملصقات COVID-19.
2. قام الباحث على جمع البيانات من الإنترنت وتحليلها حسب محتواها ، وما تحويه كل بيانات.
3. فحص العلاقة بين ملصقات COVID-19 وقضايا التداولية اللغوية الأخرى مثل أفعال الكلام ، ومبادئ المحادثة ، والاشارة، والأيقونية ، والرمزية .
4. جمع ووصف البيانات المتعلقة بالنوع قيد الدراسة.
5. استخدام النموذج الذي طورته الدراسة لتحليل البيانات بطريقة عملية.
6. استخدام التحليل النوعي للبيانات. أظهرت النتائج رفض الفرضيتين الأولى والخامسة وتأكيد الفرضيات الثانية والثالثة والرابعة.



جمهورية العراق  
وزارة التعليم العالي والبحث العلمي  
جامعة كربلاء  
كلية التربية للعلوم الانسانية  
قسم اللغة الانكليزية

## دراسة لغوية-تداولية لجائحة كوفيد-19 لمصقات انكليزية مختارة

رسالة مقدمة الى

مجلس كلية التربية للعلوم الانسانية/ جامعة كربلاء- جزءا من متطلبات نيل درجة  
الماجستير في اللغة الانجليزية/ علم اللغة

كتبت بواسطة

بتول عارف خنياب

بإشراف الاستاذ المساعد

د. توفيق ماجد احمد

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